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Fort Bend County Launches Marketing Campaign To Attract Businesses

October 15, 2009 (Fort Bend County, TX) – Stakeholders in Fort Bend County, Texas recently launched a national marketing and branding campaign aimed at attracting new business in order to further its vibrant economy. The five-year campaign, which is funded by a variety of public and private entities, will educate its target market about the facts of Fort Bend that make it a premier place to work, live and play.

“There are many quantifiable facts about Fort Bend County that are impressive and demonstrate what a great place it is for businesses and families to thrive and grow,” said Tom Wilcox, chairman of the Greater Fort Bend Economic Development Council’s Program Oversight Board, who oversees the campaign. “Our county’s low crime rate, low tax burden, educated workforce and overall low cost of doing business foster a very favorable business climate for those looking to relocate or start a new business.”

In addition, Fort Bend County companies benefit from being in Texas -- one of only seven states in the nation that do not have a state income tax.

The campaign will consist of a variety of advertising, marketing and public relations efforts including television, radio and print advertisements, billboards and direct mail, as well as media relations and social media activities.

Public entities contributing to the campaign include Fort Bend County and the cities of Missouri City, Rosenberg, Stafford and Sugar Land. Numerous private firms also contribute to the campaign.

Fort Bend County is located in the Houston metropolitan area of southeast Texas. For more information about Fort Bend County, [visit www.fortbendcounty.com](http://www.fortbendcounty.com).

About Fort Bend County

Fort Bend County is located in the Houston metropolitan area of southeast Texas. Its population is among the fastest growing in the United States and has been recognized among the most educated and diverse counties in the nation. According to the 2008 U.S. Census, Fort Bend County has more than 530,000 residents and is projected to grow to one million by 2017. Fort Bend’s vibrant economy has also received national recognition. Fort Bend County is among the top 10 counties in the nation in terms of economic strength, according to Woods & Poole Economics, 2008. For more information about Fort Bend County including a complete list of recognitions, visit us at www.fortbendcounty.com or on Twitter and Facebook.