



SmallTownDoneRight.com

## Inverness Event & Visitors Bureau

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## NEWS RELEASE FOR IMMEDIATE RELEASE

### New Cooter

The City's events and marketing team unveiled a new Cooter Festival image after 12 years. The bright and bold image ushers in the new era for the City's largest festival and the region's only three-day music festival. The blend of colors and art represent the "Cooterstock vibe" event promoters have used to describe this festival's mix of Woodstock-esque music sprinkled in with modern acts, water shows, pyrotechnics and plethora of vendors.



Figure 1: 2016 Cooter Festival New Image

The new cooter image was designed by a local graphic artist named Kim Commons and is designed to complement a new festival website and new merchandise debuting this fall. More information at [CooterFestival.com](http://CooterFestival.com).

The Inverness Event & Visitors Bureau organizes the City's event and marketing promoting the City as a destination. More information on all events and tourism news [GoInverness.com](http://GoInverness.com)

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