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COMMUNITY NEWS FOR IMMEDIATE RELEASE

Contact: Vicki Mallory

Phone: 515-295-7201

Email: vmallory@algona.org

Logo chosen for Algona's "Oasis" RAGBRAI® theme

The official logo for Algona's RAGBRAI team was revealed on Friday, March 10 at a Chamber of Commerce event, along with other event updates.

The theme "Algona: Discover Our Oasis" was the basis of the logo. The final logo design was inspired by images submitted by Carol Heesch and Maggie (Schuttler) Scherer. Twenty-five potential logos were received as part of the contest, with lots of creative themes to choose from. Graphic designer Tara Brandt combined aspects of both logos into one final design that features a bicycle, palm tree and a tropical sunset.

"We had so many great ideas come in for the logo," said Lynn Weringa, an Algona RAGBRAI co-chair and member of the publicity committee. "The committee liked parts of all of the submissions, but we ended up focusing on promoting the "Discover our Oasis" theme, along with the bike image. It was a tough decision and we want to thank everyone who submitted an idea."

The logo is an important part of the planning process, as it is used on all official forms, t-shirts and event publicity pieces. Heesch and Scherer will both receive a complimentary RAGBRAI dri-fit t-shirt for being finalists in the logo search and inspiring the winning design.

Stay in touch with future Algona RAGBRAI updates on Facebook or at www.algonaragbrai.org.

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