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CITY OF NEW BRITAIN

OFFICE OF THE MAYOR
THE HONORABLE ERIN E. STEWART

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CITY OF NEW BRITAIN ANNOUNCES JINGLE CONTEST WINNER

NEW BRITAIN—Mayor Erin Stewart and the City’s Marketing Committee announced today that they have selected New Britain resident Curley Jones’ submission as part of a recent effort to have a jingle for the City of New Britain’s “Experience the New” marketing campaign.

“When I heard Curley’s jingle, I immediately knew that his was the one,” said Mayor Stewart. “He captures the unique diversity of New Britain with lyrics and a melody that sticks with you well after the song has ended. You can’t help but smile.”

Jones will make the public debut of his jingle at the City’s Main Street USA event on Saturday, Sept. 8. Jones will perform just prior to the start of the beginning of the fireworks show, around 8:40 p.m.

The New Britain resident says the inspiration for his song came one night when he was dreaming and woke to a television newscaster talking about the jingle contest. A gospel songwriter, Jones said he knew right away that he had to submit an entry.

“My song is aimed at helping to highlight, promote, and visualize to residents and visitors the many unique offerings that we have right here in New Britain,” Jones said.

In the song, Jones invites individuals to “come on out and see the view...in New Britain.” His song highlights many locations throughout the City, including the New Britain Bees, breweries, the performing arts, CTfastrak, and many recently-renovated buildings and on-going construction projects.

Jones was one of many individuals who submitted an application to the City of New Britain for the “Experience the New” jingle contest, a component of the City’s new marketing campaign. This campaign was launched in January 2017 and is the City’s first such marketing efforts in nearly 30 years. Other aspects of the marketing campaign include a new marketing logo and tagline, a visitor’s guide, website (visitnbct.com), new advertising, and other efforts.

The jingle will be used to help market the City in the coming months through new promotional videos that will be displayed on social media and other platforms.

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