



Press Release Contact:

Jill Friedrich, Chair of Communications

Leadership Loudoun

communications@leadershiploudoun.org

Leadership Loudoun Introduces New Mission Statement and Branding Logo

Leesburg, VA, January 30, 2017 —For its 26th year, the Leadership Loudoun Board of Directors has adopted a new Mission Statement and Branding Logo, representing the core purpose of Leadership Loudoun. The new Mission Statement captures the essence of the organization’s activities in three simple phrases: “Advance Leadership. Build Connections. Serve Community.”

Leadership Loudoun was established in 1990 as a partnership among the Loudoun County Government, Chamber of Commerce, and non-profits in order to promote and develop leadership in the community. With over 500 alumni, Leadership Loudoun has a large reach in the local public and private sectors.

“While the overall purpose of Leadership Loudoun remains the same, the Board of Directors believed that a refreshed Mission Statement and Branding Logo would concisely capture who we are,” said Danny Davis, President of Leadership Loudoun. “With three simple words – Advance, Build, Serve – we express the goals of our program, the activities of our alumni, and our vision for impacting the community.”

The Board of Directors unveiled the new Mission Statement and Branding Logo at an alumni event held at Dog Money Restaurant and Brewery in Leesburg in late November, where over 40 alumni gathered to network, discuss their current roles and reflect on the future activities of Leadership Loudoun. Alumni at the gathering included key leaders in Loudoun County’s business community, entrepreneurs, and elected officials.

Leadership Loudoun’s Class of 2017 is comprised of 25 program participants representing local government, healthcare, banks, non-profits, and private industries. One of the most

rewarding parts of the program is working directly on an issue of importance to those who live in Loudoun County which has a direct impact on the community.

The program year is the second year of a new focus on developing solutions to community problems through a collaborative and brainstorming “Think Tank” project. This year’s class will focus on four key topics: Transportation, Culture and Recreation, Health and Human Services, and Justice and Public Safety.

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Leadership Loudoun is a non-profit 501(c)(3) organization located in Loudoun County, VA. Established in 1990 by representatives of Loudoun County Government, Loudoun County Chamber of Commerce, and the Loudoun nonprofits, its mission is to Advance Leadership, Build Connections, and Serve Community.

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LeadershipLoudoun.org
525 K East Market Street #287, Leesburg, VA 20176