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## Real AZ Corridor Website Debuts Regional Marketing Effort Begins

**NAVAJO COUNTY, AZ** — A regional gateway website promoting the **Real AZ Corridor** has debuted at [www.realazcorridor.com](http://www.realazcorridor.com).

The **Real AZ Corridor** is a nearly 100-mile wide region which includes the Navajo County communities of Holbrook, Pinetop-Lakeside, Show Low, Snowflake, Taylor and Winslow and the Apache County communities of Eagar, St. Johns and Springerville. Unincorporated areas in both counties are also represented in the region.

The website was designed and created by economic development branding and marketing expert **Lori Martinek** and her firm, **Presentation Plus**, as a project for the **Real AZ Development Council (RADC)**. Martinek was hired by the Council (formerly the Navajo County Regional Development Council) earlier this year to produce a branding strategy and gateway website to market Navajo and Apache counties for economic development and job creation.

The gateway website includes links to all **Real AZ Corridor** communities and to key resources for economic, energy, resource and community development.

**Resources, Energy, Access and Lifestyle (REAL)** are key elements of the region's economic development assets and the foundation of the **Real AZ Corridor** branding strategy that Martinek recommended and the RADC unanimously adopted. *'Real Opportunity in Northeast Arizona, Right Now'* is the theme of the marketing outreach program and website.

**RADC** has also named **Eric Ritz** to serve as **Real AZ Development Council Coordinator**. Ritz will handle leads and inquiries regarding the **Real AZ Corridor** and will represent RADC at community meetings and events. He can be reached at (928) 243-4989 or at [eritz@realazcorridor.com](mailto:eritz@realazcorridor.com).

Future **RADC** marketing efforts will be directed at site selectors, investors and entrepreneurs who are linked to new and growing companies in diversified energy development, distribution and storage industries. **Real AZ Corridor** will also be featured on prominent online directories that are targeted at expanding companies and their representatives, according to Martinek.

The **Real AZ Corridor** branding strategy will also be featured at the **Governor's Regional Development Conference** in Flagstaff on October 14, where Martinek will present a session entitled '*Regional Branding Strategies That Work*'. Martinek and RADC representatives will also present the **Real AZ Corridor** strategy to the **Governor's Small Business Advisory Council** on October 1.

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**Real AZ Development Council** is a cooperative regional development effort that includes two counties and nine communities. It exists to promote the 100-mile wide **Real AZ Corridor** and to encourage productive economic and community development and job creation in each of its participating communities. Learn more by contacting **RADC Coordinator Eric Ritz** at (928) 243-4989 or [eritz@realazcorridor.com](mailto:eritz@realazcorridor.com).

**Presentation Plus** is a full service marketing and public relations firm that specializes in branding, economic development and community marketing. Additional information can be found by visiting the firm's website at [www.pplonline.com](http://www.pplonline.com) or by contacting **Lori Martinek** at (623) 537-0888 or at [ljm@pplonline.com](mailto:ljm@pplonline.com).