



STATE OF CONNECTICUT
GOVERNOR DANIEL P. MALLOY

**GOVERNOR MALLOY: CONNECTICUT UNVEILS NEW ECONOMIC
DEVELOPMENT ADS**

*State business leaders showcased in the latest “still revolutionary”
campaign*

(HARTFORD) – Governor Daniel P. Malloy today announced the launch of a new economic development [ad campaign](#), designed to highlight the benefits of doing business in Connecticut. The ad campaign builds on the state’s ongoing [Still Revolutionary](#) marketing platform, and gives voice to a range of Connecticut business leaders, who discuss the reasons they have grown their businesses in the state.

“For the last several years, we have worked to create a business climate in this state that grows jobs,” said Governor Malloy. “And everywhere from small businesses on Main Street to major companies, we are seeing results. This new phase of our effort to encourage economic growth makes it clear that Connecticut can be a destination for and home to innovative companies.”

The [ads](#) feature leaders from Fortune 100 companies to Main street businesses:

- Edison Liu, MD, CEO, The Jackson Laboratory
- Nicole Russo, President, Microboard Processing Inc.
- Princell Hair, Executive VP, NBC Sports Group
- Austin McChord, CEO, Datto Inc.
- Chris Hocevar, President, CIGNA Select
- Vivian Akuoko, Owner, Evay Cosmetics

The strength of the Connecticut business story has always been found in select key attributes: innovation, location, support and, especially, talent. This spirit strongly comes through in the television advertising campaign, titled “Meet The Job Creators,” which starts airing today.

“The companies and leaders showcased in the ads, and the thousands of others in the state just like them, are the engines that keep Connecticut running,” said Department of Economic and Community Development Commissioner, Catherine Smith. “The businesses and the great talent they employ are the real heroes of this story, keeping

Connecticut moving forward and creating jobs. We are proud that the state has undertaken a dedicated effort to enable the success of businesses like these through innovative programs and support.”

The campaign will run through June and was created by Adams & Knight, a woman-owned integrated marketing agency in Avon, Conn., in partnership with Content Pictures, a Middletown-based production company. Norwalk-based Media Storm – the second-largest independent media planning and buying shop in the U.S. – handled media placement.

To learn more about the campaign and view the ads, visit www.CTforBusiness.com.

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