

## FOR IMMEDIATE RELEASE ##

## **‘Growing Roots, Finding Wings’ launched with 10 area educational institutions** *Campaign will emphasize value of college, its long-term impact on individuals, regional economy*

NEW NORTH, June 9, 2025 – A new campaign which emphasizes the value of college and its long-term impact on individuals and the economic vitality of the region – ‘Growing Roots, Finding Wings’ – was launched June 6 at the New North Summit at Lambeau Field in Green Bay. Area business leaders and 10 higher-education institutions have joined with New North Inc., the regional marketing and economic development corporation for the 18 counties of Northeast Wisconsin, to tell the story of why the New North region is the best place to “grow your roots and find your wings.”

The digital marketing campaign will feature a series of testimonial videos by New North board members, key leaders in the region and alumni from the 10 participating institutions. The videos will be complemented by dedicated website landing pages, blog posts and information about the quality of life in the New North.

The ‘Growing Roots, Finding Wings’ campaign highlights the competitive advantage of the New North region, according to Barb LaMue, president and CEO of New North, Inc. She lists these assets as the region’s collaborative educational institutions and business community; the region’s low cost of living and high quality of life; its growing, diverse industry sectors; regional career pathways; and that companies in the region recognize the importance of lifelong learning.

“We understand the current uncertainty about the value of a college education, often linked to concerns about the return on investment and the costs associated with obtaining a degree,” says LaMue. “‘Growing Roots, Finding Wings’ is our chance to share why higher education is ‘worth it.’ It’s been proven that those with a two- or four-year degree have better job prospects, more career advancement opportunities, higher lifetime earnings, valuable skills development, enhanced benefits and greater civic engagement.

“New North is fortunate to have a level of collaboration between educational institutions, along with area companies, that is unique to this region. We are set apart by our ability to create an effective and seamless transition from college to careers.”

The underpinnings of the campaign are five primary themes:

- 1) **Building strong, lasting connections** – Higher education in the New North offers the chance to build strong, lasting relationships in a collaborative atmosphere that fosters connections
- 2) **Establishing a strong foundation** – Just as roots anchor and nurture a plant, higher education provides the essential foundation for personal and professional growth; students can plant their roots in a supportive community that values knowledge, skill development and lifelong learning
- 3) **Fostering personal and professional growth** – Education in the New North offers students the opportunity to grow personally and professionally in the midst of a collaborative business and higher-ed community that provides access to mentorship, networking and career-development resources
- 4) **Nurturing a thriving ecosystem** – ‘Growing Roots’ symbolizes the interconnectedness of the local community, businesses and educational institutions in the New North region with a supportive ecosystem that enables students to not only gain an education, but to also contribute to the growth and success of the area
- 5) **Empowering future generations** – The ‘Growing Roots’ concept also reflects the legacy of education for future generations, highlighting the importance of cultivating knowledge, creativity and leadership, which will continue to bloom and strengthen the region for years to come

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## PAGE TWO ##

The 10 participating higher-education institutions in the New North region are the College of Menominee Nation, Fox Valley Technical College, Lakeland University, Lakeshore College, Lawrence University, Moraine Park Technical College, Northeast Wisconsin Technical College, St. Norbert College, UW Oshkosh and UW-Green Bay.

The 'Growing Roots, Finding Wings' campaign will be promoted through a wide variety of communications channels, including paid digital ads in conjunction with the Wisconsin Economic Development Corporation, social media across the area higher-education and business communities, blog posts, employee newsletters, and national content marketer Livability Media, among other avenues.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. [www.thenewnorth.com](http://www.thenewnorth.com)

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