



Brand Recognition

FEDC will be sending out toll free directories to an estimated 11,000 northern rural PO Box holders. These directories will explain what the “Certified Bush Friendly” logo means. It will also be advertised in local papers, publications and on public radio in our rural communities as well as within our own.

Benefits

Being a part of the “Certified Bush Friendly” program means that your business is taking advantage of the opportunity available to them in our rural communities as well as showing those rural residents that they and their business is important to you.

Upon completion you will:

Be listed on the “Certified Bush Friendly” website found at www.investfairbanks.com as a participating business. If a URL is provided your business name will be linked to your website.

Be listed in the participating business section and/or highlighted in the toll free directory published by FEDC and mailed to rural communities.

Be able to stamp your advertisements, marketing pieces, webpage, labels on shipments with the “Certified Bush Friendly” logo. Be creative.

Be showing Northern rural communities that you value them, their business, their way of life and that you desire to not only to see them survive but thrive!