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**Date: September 23, 2014**

**County Launches Unique Communication Campaign**

*You Are Why We're Here* campaign teaches residents about county-provided services.

**Rabun County, Georgia (Date)** – Most residents can name only a handful of the dozens of important services Rabun County provides them. So the county is launching the **You Are Why We're Here** communication campaign to raise the visibility of lesser-known county-provided services. Employing social and electronic media, street-level marketing tactics, traditional and PSA media and person-to-person communication tools, the campaign aims to compel residents to be more aware and appreciative of county-provided services.

*Chairman Greg James shared that the website created by the Association County Commissioners of Georgia is easy to navigate and very informative concerning the functions of county government in general and Rabun County specifically. "I urge our citizens to visit the website and learn more about their county government."*

"County officials and the thousands of county employees that make life in Georgia so special are really the heroes of this campaign," explains Ross King, Executive Director of ACCG, the Atlanta-based non-profit association of Georgia's 159 counties that created the campaign. "Many citizens have lost their connection to local government, so we want them to better understand how dedicated counties are to providing services that contribute to their health, safety and welfare."

Featuring bright yellow campaign logos on county vehicles or in county offices, on posters, flyers and on local websites, all of the campaign's communications tools direct people to **YouAreWhyWereHere.com**. The modern, interactive website features a beautifully illustrated town dotted with **You Are Why We're Here** markers pointing out dozens of county-provided services.

"We realize people often don't recognize the number of county services that are all around them each day," says ACCG's King, "so we created an engaging, easy to understand website written in every-day language that people can understand." The site lists short, general descriptions of elected and other key officials' duties and responsibilities, illustrates the five different forms of Georgia's county governments, defines many county services, and explains how counties budget and the different sources of revenue they depend on to provide county services. It also lists opportunities to get involved, and links to online games for kids that teach about government in engaging ways.

The site also features a page where residents can type in their county's name to instantly see Rabun County-specific information, like a list of current officials, population statistics, contact information, meeting times and more.

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