

## **FOR IMMEDIATE RELEASE**

### **Laguna Woods Village - *Community Relations***

Contact: Wendy Bucknum

(949) 597-4483; [wendy.bucknum@pcm-inc.org](mailto:wendy.bucknum@pcm-inc.org)

## **MEDIA ALERT**

### ***Laguna Woods Village Unveils New Logo***

September 27, 2007 – LAGUNA WOODS, CA – Laguna Woods Village, formerly known as Leisure World Laguna Woods, today will unveil a new logo.



The new logo features a simple rendering of an oak leaf with a new font design for the community name. The design took five months of collaborative effort between the design agency, Wollner Studios, and the Golden Rain Foundation (GRF) which commissioned the work earlier this year through an RFP process. Many community residents were also involved in helping the agency fine tune the design concept.

A public unveiling of the new logo is planned for Thursday, September 27 at 9:30 am at Clubhouse Five and presented by Wollner Studios and the GRF.

The event will feature a brief presentation by the GRF and the designers of the logo. Attendees will learn about the logo's design process and how the logo will be applied throughout the community. It will also be broadcast on local cable access, TV6. The public is invited to attend.

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**ABOUT LAGUNA WOODS VILLAGE:** Formerly known as Leisure World, Laguna Woods Village is the largest retirement community in California, featuring 12,736 homes privately owned by approximately 18,000 residents. Laguna Woods Village is an enclosed, age-restricted community for active seniors. Just ten minutes from the Laguna Beach coastline, the Village is located on 3.8 square miles (2,100 acres) of rolling hillsides in south Orange County, California.

**ABOUT WOLLNER STUDIOS, INC.:** A full-service corporate design and marketing communications agency based in Buena Park, CA, Wollner Studios features the joint talents Michael Wollner (the agency's founder) and Ray Wyman, Jr. (formerly Heavypen Productions). For more information, visit [www.wollnerstudios.com](http://www.wollnerstudios.com) or call 714-521-6779.