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Coop Festival on the DC Mall draws 20,000 people.



Client Situation: NCBA CLUSA is a non-profit organization in DC that is an international cooperative business alliance. They were looking for branding and collateral design for their first-ever Co-op Festival on the National Mall just outside the Smithsonian Castle.

Process: SliceWorks used our SharpStrategy process to design the logo, displays, flags, banners, and signage for the main activities. The two-day event drew an estimated 20,000 people to the National Mall. Attendees enjoyed live music, sampled co-op food and, most importantly, learned how co-ops are building a better world.

Impact: "Co-ops are experiencing increased levels of success and have provided viable solutions to economic and environmental challenges throughout our nation's history. Even now while the stock market and unemployment rates continue to fluctuate, the co-op business model is holding steady and, in many sectors, growing," said Judy Ziewacz, president and CEO of NCBA CLUSA.

The festival also provided a platform for the U.S. Department of Agriculture to make its National Co-op Month Proclamation—an annual event since 1964.



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