

TECH-REDI

TECH-REDI, a program created by Tennessee Tech University to serve the 14 counties in the Upper Cumberland region, required a marketing campaign to reach out to rural areas in need of economic development. By creating a new website along with an eye-catching print-material campaign, the BMC is helping to spread awareness about the development tools available to the regional areas.

"This is an important project to leverage Tennessee Tech University resources. We are trying to enhance economic development in our local communities and we are excited to be a part of that," said Michael Aikens, BMC manager.

www.tech-redi.org

