MAYOR DAVID CHESS

FOR IMMEDIATE RELEASE

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Stratford Launches Community Initiative to Help Design the New Celebrate Stratford Logo

STRATFORD, CT – May 1, 2026 – The Town of Stratford is launching a community-wide initiative, asking residents to help shape the next chapter of Celebrate Stratford's logo. The Town invites local artists, designers, students, and creatives who live or work in Stratford to submit logo designs for the new Celebrate Stratford logo by Wednesday, May 13.

After the logo submission deadline, a panel will review and score entries according to set criteria outlined in the application. The panel will select no more than three finalists to move forward for consideration in a community-wide public survey. The survey will be presented on the Town's website, social media pages, and at town events, and the top-scoring entry will be announced in June and become the new Celebrate Stratford logo.

Originally focused on events, Celebrate Stratford is evolving to showcase the best of the community, including local businesses, restaurants, history, arts and culture, and its unique coastal and natural greenery. The new logo will serve as the visual identity for this expanded initiative, representing Stratford as a vibrant destination for both residents and visitors.

"We want a new Celebrate Stratford logo that best reflects how the community feels about Stratford and attracts more people to enjoy everything Stratford has to offer," said Mayor David Chess. "Between our annual events, thriving businesses, and greenery and coastal charm, our Town is a vibrant and spectacular community. Help us envision, design, and select the next Celebrate Stratford logo that best represents our community."

The selected designer will receive:

- $250 gift card usable at any restaurants, retail establishments and services throughout Stratford.
- Recognition across the Mayor and Town of Stratford's communications platforms and media.
- The opportunity to have their work represent Celebrate Stratford in official branding documents.

Interested parties can submit their logo design by visiting Celebrate Stratford Logo Design Competition | Town of Stratford, and are encouraged to review all submission guidelines before completing their application. If selected as the winning entry, the logo and all associated rights become the exclusive property of the Town of Stratford.

The Town of Stratford's official logo is not part of the initiative, as this design contest only applies to the Celebrate Stratford logo. You can learn more about Celebrate Stratford initiatives and see a list of our 2026 events by visiting 2026 Celebrate Stratford | Town of Stratford.

For questions, please contact: celebratestratford@townofstratford.com

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