



April 13, 2026

# Cypress County to plant seeds for its ambitious future in development of a new brand

## *Community input to be sought via online survey and social media*

DUNMORE, ALTA. – Residents of Cypress County will be asked to share their hopes and ideas about the future of the County in a brand development initiative devoted to answering the question: What if together as a community, we could reach our highest goals and aspirations and achieve the exceptional as a desired destination for living, visiting, and working?

Today, Cypress County can be appreciated for its small-community connectivity, agriculturally advantageous climate, and rural lifestyle living with easy city amenity access. Proximity to major transportation corridors and borders presents many economic and community development opportunities. This said, Cypress County's population is roughly the same as it was 20 years ago, and its main economic driver—oil and gas extraction—is volatile at best. In vision and goal setting for the future, the County would be remiss not to explore additional, alternate, and attainable sources of community growth and prosperity, and strongly declare that it is indeed “open for business”.

“We want to attract growth in our community, and the brand initiative is all about generating the strategy, words, images and salesmanship we need to attract new industry, jobs, and residents,” says Mayor Dan Hamilton.

Hamilton notes that this project isn't about re-inventing Cypress County into something it isn't, it's about interpretation and appreciation of existing strategic plans and the community and economic development ideas of residents in order to set and tell a compelling story of the prosperous future to come for the county.

“Imagine taking a vacation and you are asked what is Cypress County all about?” says Hamilton. “We want to have the messaging and imagery that talks about a dynamic and ambitious future for the County as your answer to that question. Because that conversation can entice people to move their business or family here, which will enable Cypress County to step into its full potential for generations to come.”

### *Background*

The brand development initiative, anticipated to be completed by late June, will see community input via community survey and the county's [Facebook page](#), and contribution from mayor and council, county staff, and a brand steering committee via a set of direction-setting workshops. Cypress County, who is leading the initiative, has retained Fort Saskatchewan, Alberta-based [Unfussy \(www.unfussybrands.com\)](http://www.unfussybrands.com) to develop our brand.

For more information and updates, visit [www.cypress.ab.ca](http://www.cypress.ab.ca).

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For more information or to request an interview, contact Sean Rooney, Cypress County Communications Coordinator at [sean.rooney@cypress.ab.ca](mailto:sean.rooney@cypress.ab.ca) or call 403-526-2888.