

## FOR IMMEDIATE RELEASE

### MEDIA CONTACT:

Madeleine Smith,  
Marketing Specialist, Southern Idaho Economic Development  
(208) 732-6459  
[madeleines@southernidaho.org](mailto:madeleines@southernidaho.org)



### SOUTHERN IDAHO ECONOMIC DEVELOPMENT ANNOUNCES REBRANDING, NEW PODCAST

TWIN FALLS, ID – January 14, 2019 – Southern Idaho Economic Development is pleased to announce a rebranding after recently adding new services and expanding its footprint to better serve the region’s businesses and communities.

“Our organization is the single-point contact for Southern Idaho’s business recruitment and expansion and talent growth, and we wanted our brand to reflect that,” said Connie Stopher, Executive Director of Southern Idaho Economic Development. “As we’ve added new services to our organization over the past two years and our region continues to experience unprecedented growth, it was important for us to represent Southern Idaho in a productive and innovative way on a local, national and global scale.”

Over the past 18 months, the organization has expanded its talent recruitment marketing and added rural economic development to its services.

“We feel it is important that our region have a brand that embodies our set of core values and personality,” said Nathan Murray, Chair of the Southern Idaho Economic Development Board of Directors. “We hope these changes reflect the unique story of Southern Idaho and give us a good platform from which to communicate both externally and internally to the region.”

Formerly referred to as “SIEDO,” Southern Idaho Economic Development’s new branding evolution includes a revamped name, website, tagline and logo, as well as a new podcast, “Secret’s Out Idaho.”

“The podcast is an exciting venture for our organization as we evolve our business and talent recruitment marketing,” Stopher said. “There are so many hidden gems and secret haunts that people who have never been to Southern Idaho—or sometimes those who have lived here all their lives—just don’t know about. We’re hoping to highlight that and the people who make our region so great.”

Each Secret's Out Idaho episode will dive into what makes Southern Idaho a unique place to live, with interviews featuring local influencers—from small business owners to Olympians. The first episode is now available on [southernidaho.org/blog](https://southernidaho.org/blog) and on popular podcast apps including: [iTunes](#), Google Podcasts, [Stitcher](#), [Spotify](#) and [TuneIn](#).

The podcast's name is in correlation with Southern Idaho Economic Development's hashtag, [#SecretsOutIdaho](#), which encourages social media users to share their favorite things about the region online.

Visit [southernidaho.org](https://southernidaho.org) to learn more about Southern Idaho Economic Development and its rebranding, podcast or services.

###

### **About Southern Idaho Economic Development**

Southern Idaho Economic Development is a joint venture of public and private sectors throughout the Magic Valley, formed to help diversify and strengthen the local economy by retaining and attracting business to the Southern Idaho region. Southern Idaho Economic Development works closely with communities throughout the region to promote economic development through expansion of existing business and to implement a focused consistent program to attract new businesses and talent to the region. For more information about Southern Idaho Economic Development and/or the Southern Idaho region, please visit [southernidaho.org](https://southernidaho.org).