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**FOR IMMEDIATE RELEASE**

## **Washington County announces its new official slogan**

Washington County is proud to introduce its new official slogan: “Rooted in Connection, Growing with Direction.”

The slogan reflects the county’s updated mission, vision, and values, adopted in August 2024 as part of its 2024-2029 Strategic Plan. This spring, the county worked to create a short, memorable phrase that captures the spirit of those guiding principles. The result was shaped by input from staff, community organizations, and residents.

The slogan centers on three themes:

### **Connection**

Washington County aims to foster connection — between people, neighborhoods, and communities — and to ensure everyone feels a sense of belonging. Connection also means linking residents with county services that help improve their quality of life.

### **Direction**

Washington County’s mission, vision, and values guide decisions and investments that serve a growing and diverse population, while honoring the county’s history and natural resources.

### **Rooted and Growing**

These words reflect our deep ties to the land and communities Washington County serves. The county is rooted in values and committed to growing with intention — through thoughtful planning, expanding infrastructure, and adapting to change.

Rooted in Connection, Growing with Direction reflects Washington County's promise to move forward with purpose, together.

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