



Town of Holly Ridge To Launch Rebranding Campaign

Celebrating Town's Growth and Progress

Press Conference Post-Poned

Unveiling New Look at 3pm on Saturday, September 2nd

(HOLLY RIDGE, NC) – The Town of Holly Ridge in Eastern North Carolina, off the Intracoastal Waterway, and home to Camp Davis, will unveil a new rebranding campaign to celebrate its growth and progress.

Located in Onslow County between Wilmington and Jacksonville, and just minutes from Topsail Island and Surf City, Holly Ridge is seeing economic development and a surge in new homes. It was just named as the top market in North Carolina for new home building with median home values up nearly 100 percent over five years.

“We are really excited to see the changes in Holly Ridge,” said Mayor Jeff Wenzel. “UPS is bringing a distribution facility here that will add 98 jobs and a \$12.3 million investment making it the largest economic development in Onslow County in 40 years. Housing is booming. We have a new luxury RV park, new brewery, and many other exciting plans in the works.”

The Town appointed a rebranding campaign of volunteers in 2022 in response to the growth and progress of the town. It is comprised of a group of residents who are passionate about living in Holly Ridge who wanted to help project the new vibe and attraction of their coastal community. Members of the committee are Barbara Austin, Bethany Griffin, Mayor Pro-Tem Pam Hall, Councilman Greg Hines, Wendy Kilgore, Ginger Lamb, Cecelia Parnin, and Ashley Watkins. Scott Franko of the Topsail Chamber of Commerce initially led the committee and was succeeded by Town Manager, Heather Reynolds. The committee helped create the new vision for the town's seal and logo along with plans for the launch of the campaign.

Parnin, a talented graphic designer and coastal artist, who formerly worked for Sara Lee Corporation, was a vital member of the committee, spending countless hours bringing the committee member's vision for the town's new logo and seal to life.

“Cecilia's work was extraordinary. She married all our ideas, thoughts and suggestions into a beautiful new design that shows how Holly Ridge has progressed and changed. It reflects that Holly Ridge is no longer just a gateway to Topsail Island. We are a destination on the way to Topsail, Surf City and Sneads Ferry. In Holly Ridge you can live, work, play and find entertainment. We are the 'Crossroads of History, Industry and Coastal Living,’” Reynolds said. “Holly Ridge combines the history of our past with Camp Davis while embracing the businesses that thrive here and all of the current and new residents who enjoy everything this coastal community has to offer.”

Heather Reynolds, Town Manager
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As part of the campaign, Holly Ridge will be adding new signs to the Town entrances along Highway 17, Highway 50 and in other key areas to designate special areas such as Liberty Park, the Police Department and Town Hall. Banners will also be placed up and down Highway 17.

A booth celebrating the rebranding will be open at the town's annual Liberty Festival slated for 3-9 p.m. on Saturday, September 2nd, 2023 at the Holly Ridge Municipal Park located at 417 Kraft Street in Holly Ridge.

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ABOUT THE TOWN OF HOLLY RIDGE

Incorporated in 1941, the Town of Holly Ridge is home to the Camp Davis Army Post which is now the Camp Davis Industrial Park. Phase 2 is underway with shovel ready lots available for purchase. Holly Ridge businesses include J&J Snack Foods, Onslow Bay Boatworks and Gulfstream Steel. Holly Ridge is home to 4,171 people, 981 households and 702 families. The town is also known as a bird and wildlife sanctuary. Morris Landing, located south of Cape Lookout on Stump Sound, is a local favorite for swimming, boating, fishing, wildlife and oyster harvesting.

For more information about the Town of Holly Ridge, please visit hollyridgenc.org or contact Town Manager, Heather Reynolds at manager@hollyridgenc.org.