

“Pereira, your city” is the city brand launched on March 27, 2009, by the capital of the Department of Risaralda. Pereira is also known affectionately as “The Pearl of the Otún” (Otún being the name of the river that crosses it). The brand was launched for the city’s inhabitants to make the brand their own in national and international contexts for the city to be recognized for its development at all levels.

*“This is a brand we are giving to the city. A brand for all its inhabitants, whether they were born here or not ”*, said Erick Duport, President of the Chamber of Commerce, adding that one of the purposes of this initiative is the exaltation of the city for the development opportunities of recent times.

*“This is a city that has given many things and that now expects to receive more from its people”*, said Duport, arguing that when the “Pereira, your city” brand consolidates itself, it will become a brand with which

*“we are going to sell ourselves nationally and internationally to show a city whose inhabitants speak the same language”*

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## The initiative

It may be added that the launching of “Pereira, your city” focuses on having Pereira recognized as an image that sells a product structured jointly with other organizations, from both the public and private sectors. It is hoped that the citizens use the brand and consolidate it in other parts of the world.