

FOR IMMEDIATE RELEASE
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Economic Alliance Rebrands as Clinton County Catalyst

DeWitt, MI – The economic and business development agency formerly known as the Clinton County Economic Alliance is officially announcing it has rebranded as Clinton County Catalyst. The Board of Directors recognizes the new name more accurately defines the role the organization plays as a resource to bring about positive change and reinvention throughout Clinton County.

“Clinton County Catalyst is no longer a traditional economic development organization,” said Board Chairman Craig Bishop with TCF Bank. “Our bold efforts aim higher as this organization is a catalyst for Clinton County. A strong economy requires strong leadership. Clinton County Catalyst will lead the county into the future.”

President and CEO Dru L. Mitchell states, “We support continued growth for Clinton County by connecting, constructing, and cultivating success for the communities we serve. We are grateful for the continued support of our members, partners, and friends throughout the region.”

Clinton County Catalyst will continue to act as the lead county-wide economic and business development organization. Clinton County Catalyst provides sustainable and value-added services for business attraction, retention and growth, workforce development, non-traditional agriculture, and next-generation initiatives. Clinton County Catalyst will begin 2021 with a renewed sense of leadership, service, and commitment to the community in Clinton County, Michigan. For more information, visit www.clintoncountycatalyst.org.

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Clinton County Catalyst (CCC) is a non-profit, public-private organization, dedicated to enhancing the economic vitality of Clinton County. CCC is funded entirely by its membership which includes businesses, educational institutions, non-profit organizations, and municipalities. We are governed by the Board of Directors and Executive Committee comprised of investors throughout Clinton County and mid-Michigan.