

PRESS RELEASE
June 17, 2013

FOR IMMEDIATE RELEASE

CONTACT: Terri Henkels 515-577-9760

Jessica Bartemes is the Winner of the Altoona Naming and Logo Design for the New Community Health Initiative now known as the Healthy Altoona Partnership

For the past year The City of Altoona, community leaders and residents began putting together a structure to support an ongoing community health initiative. “The structure will be a public-private sector partnership which aims to set the bar for a thriving community that promotes and supports healthy lifestyles. In April we put a call out to residents to be involved with this new initiative from its inception and asked them to submit a name and/or logo for the community health initiative”, said Skip Conkling, Altoona Mayor.

On June 5, 2013 the Health Committee reviewed several naming and logo submissions and chose the design submitted by Jessica Bartemes as the official name and logo to appear on all materials and social media related to the work of the Healthy Altoona Partnership.

Jessica Bartemes’ logo design won based on 1) commendable connection to a community health theme; 2) originality; 3) uniqueness; 4) practicality and 5) effectiveness.

The name and logo was shared at the June 17, 2013 City Council meeting and Jessica Bartemes was formally recognized by Mayor Skip Conkling and City Council members for her commitment to Altoona and creative design. The Chamber of Commerce also provided Jessica with a bag of Altoona goodies for her hard work and effort. “This is an exciting accomplishment in the launching of our new initiative and we are thrilled to be launching a community participation organization that will make Altoona one of the best places to live, anywhere”, stated Mayor Conkling.



Jessica Bartemes is a resident of Altoona and a Graphic Design major at Iowa State University. Jessica described her design as a statement that “we care about the community and the people that live in it. I wanted it to be subtle and simple. The impression of the leaf speaks for the clean environment we keep in Altoona and it could also speak for recycling or health as a salad leaf. I left it up to an individual person’s interpretation which is what I think is great about this logo. The leaf also doubles as a walking path for the two kids I put in the design. I intentionally made one child bigger than the other to represent that kids of all ages thrive in Altoona”.