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History and Innovation Collide as Spark!Fishers Logo is Brought to Life

Recent successes shared as committees ramp up community involvement & event planning

Fishers, IN – Early this year, the City of Fishers and nearly 90 community partners announced the creation of Spark!Fishers, a weekend-long celebration honoring Fishers' rich history while igniting the possibilities in future. Today, the planning committee is proud to debut the event logo, developed in partnership with Hamilton County Tourism. Overseen by the Spark!Fishers public relations committee, the logo showcases a traditional typeface while injecting fresh colors and a modern style into design elements.

"While brainstorming our vision for Spark!Fishers, it became clear that we sought to illustrate how Fishers' history has propelled us toward the future and innovation," stated Spark!Fishers PR Committee Co-Chair and local business owner, Jocelyn Vare.

Unveiling the event logo is just one of the many accomplishments committees are celebrating since the announcement of the event a mere 30 days ago. In the last month, both the vendor and parade committees have called on the community for participation in the event. Vendor and parade applications will remain live on the Spark!Fishers website until March 30, and invite diverse organizations, food and beverage vendors, and local businesses to have a stake in the event.

"Spark!Fishers is truly a community-led event, from start to finish," stated PR Committee Co-Chair and Nickel Plate District business leader, Erik Braden. "Whether through entertainment, sponsorships, the parade, or volunteerism, there are countless ways for the community to get involved and contribute to the creation of the inaugural event."

Businesses, individuals, and groups interested in getting involved can visit the Spark!Fishers [website](#) to explore different committees. Those ready to join a committee are encouraged to email the staff liaison listed on the website as soon as possible. Stay up to date on Spark!Fishers by connecting with the event on [Facebook](#), [Instagram](#), and [Twitter](#).

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Spark!Fishers Mission:

Spark!Fishers is an inaugural, weekend-long celebration in the heart of Fishers' Nickel Plate District. The community-led event is uniquely Fishers with over 80 representatives from the community driving the planning process. The creation of this new event will be fully transparent and welcome community involvement from start to finish.