



**Mayor Anita Dugatto**  
City of Derby, Connecticut

**PRESS RELEASE**

For Immediate Release

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December 1, 2014

**Mayor to Kickoff *Discover Derby* Campaign**

DERBY - Mayor Anita Dugatto will be kicking off a new marketing campaign entitled *Discover Derby* at her State of the City Address on Saturday, December 6, at 2:00pm at Derby High School. Members of the public are encouraged to attend.

"*Discover Derby* is meant to draw attention to the tremendous assets Derby has," said Dugatto. "Too often the focus is on what Derby doesn't have, rather than what it does."

The first 200 guests attending the event will receive a *Discover Derby* tote bag that will be filled with promotional items donated by local businesses and organizations. In October, Dugatto reached out to members of the community asking them to participate. "The response was incredible," Dugatto said.

"Our local businesses and organizations are among Derby's assets. They are invaluable to making our city a desirable place to live, work, and play. We must all do our part to help them succeed. Their success is our success," Dugatto said.

In addition to businesses that range in size from small proprietorships to large retail chains, Derby boasts Griffin Hospital whose campus includes a state-of-the-art cancer center. Notably, Griffin is the world headquarters for the Planetree model of patient-centered care.

Despite having a footprint of just over 5 square miles, Derby is graced with wonderful parks, its largest being Osbornedale State Park, two rivers, traditional neighborhood schools, a compact city center, and a large inventory of historic buildings. Derby is also home to the Kellogg Environmental Center and Osborne Homestead Museum.

Derby's housing stock is equally diverse. Modern day suburban homes with comfortably sized lots, stately Victorian-era manors, an assortment of condominiums, and downtown apartments within walking distance of Derby's train station reflect a diversity of housing options. Single millennials, growing families, and older adults looking for a place to spend their golden years can all find a place to live within Derby that satisfies their unique housing needs.

"Real estate in Derby is much more affordable than in many of the surrounding communities," Dugatto said. "What's more, Derby is located near major highways and is in easy commuting distance to major employers, colleges, and universities. Derby really is worth discovering."

With a big smile Dugatto proudly added, "Discover Derby. It's all here."