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# PRESS RELEASE

**The Journey That Inspires: Running Y Ranch Announces New Brand Identity**  
*Life-changing journeys await.*

**August 19th, 2015:**

Running Y Ranch Resort, a full-service Southern Oregon resort, announced on August 5<sup>th</sup>, their new brand identity that reflects a more modern upscale design to its branding. The new brand has been unveiled to staff and homeowners and now the community.

Over the past seven months, in collaboration with the international branding agency Big Yam, formerly the Martz Parsons agency - the Running Y ownership, team, homeowners and partners worked to uncover the Running Y story. This work ultimately led to a new brand identity, which embraces the transformative nature of the property and community.

The new identity will help to support the continued growth and development of both the property and the community of Klamath Falls. Visitors and community members will be able to discover the unexpected when they visit the Running Y Ranch Resort.

**About the Company:**

Situated in the heart of the breathtaking Cascade Mountain Range, Running Y Ranch is a full-service resort located just across the California border. Fresh mountain air, clear star-studded night skies and beautiful landscapes make Running Y Ranch the perfect place to relax and recharge offering the finest lodging available in Southern, Oregon. The resort is home to the only Arnold Palmer designed golf course in Oregon. *Golf Digest* consistently rates it a Top 100 US Public Course, Top 15 in Oregon and Top 5 in the US for Women.