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Winner of Fat City Festival Logo Contest Announced: *Design to become official logo of the inaugural Fat City Festival*

METAIRIE, LA – The Jefferson Chamber Young Professionals (JCYPs) are thrilled to announce the winner of the first annual Fat City Festival Logo Contest. The competition was fierce, but Ali Solino’s design emerged from the contest victorious.

Solino, a long-time designer, got her start in the design world approximately eight years ago. She attended Loyola, where she graduated summa cum laude with a degree in advertising and a minor in graphic design. After working with several advertising agencies, Ali decided to take her future into her own hands. She currently runs her own business, offering freelance design and the creation of laser cut items to her happy customers. Check out her website at www.mygirljosephine.com. Originally from Marrero, Ali now lives in St. Charles Parish.

Ali’s inspiration for the winning design came from Fat City’s cross-section of different cultural backgrounds and the ways in which one experiences those cultures; through music, food, and interesting people. She says those slices of unique traditions make Fat City a colorful place, both to live and do business.

“I am so grateful to have my design chosen to represent Fat City Fest among such stiff competition,” Ali said. “It’s a great feeling to know that I was able to create a logo that connected so well with the community. Thank you to everyone who voted! The other designers really deserve to be commended, too, for generously donating their time and resources to promote great events happening in Jefferson Parish.”

The Jefferson Chamber Young Professionals received 28 designs from 12 talented designers. An internal panel reviewed all of the submissions and chose six designs that embodied the spirit that the Fat City Festival hopes to capture. Those six designs were placed on Facebook, where the community was asked to vote for their favorite design by “liking” the image. Ali’s design received 243 “likes.” In total, the designs were “liked” 780 times. Designs highlighted on Facebook were submitted by Ali Solino (winner), Phillip Brimer, Andre Watkins, Rebecca Morehiser, Brock Boutte, and Shaun Walker.

Ali’s design will become the official logo for the inaugural Fat City Festival, a celebration of Jefferson Parish culture in the community’s most up-and-coming area. On **Saturday, November 15th, 2014**, the JCYP’s will take over **18th Street in Fat City** to host an event of epic proportions. Join the community’s young professionals from **12:00 PM to 5:00 PM** to experience live music, delicious food and beverages, and a showcasing of some of the parish’s local businesses.

The Fat City Festival would not be possible without the support of the local business community. The JCYP’s have a number of sponsorship opportunities available for this festival, which will provide businesses with increased visibility within the community and a chance to be a part of something truly special. If your business is interested in getting involved, contact Brittany Gilbert at (504) 835-3880 or email her at Brittany@jeffersonchamber.org. [Click here](#) for additional details regarding sponsorship information.

Follow the JCYP on [Facebook](#) to receive continued updates about Fat City Festival.

Jefferson Chamber Young Professionals: Jefferson Chamber Young Professionals are focused on building relationships between professionals in their 20s and 30s. Using networking events, educational programs, and community involvement, the JCYPs are looking to make a positive impact in Jefferson Parish.

About the Jefferson Chamber:

The [Jefferson Chamber](#) is a leading voice for Jefferson Parish's business community. As a non-profit, membership-driven organization, the Chamber is an effective advocate for small and large businesses at the local, state and federal levels. The Chamber's mission is to work for the advancement of the business community; to enhance the economic, civic and cultural environment; and to improve the quality of life in Jefferson Parish. The Jefferson Chamber is Four-Star Accredited by the U.S. Chamber of Commerce and was awarded the 2013 Chamber of the Year Award by the Louisiana Association of Chamber of Commerce Executives in the Large Chamber Category.

For more information about the Jefferson Chamber, visit www.jeffersonchamber.org, and follow on [Facebook](#), Twitter [@jeffersoncoc](#), and [YouTube](#).

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