



**For Immediate Release**  
October 11, 2022

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## **Montgomery County Economic Development Corporation Launches New Integrated “Be Next” Marketing Campaign**

***Campaign Inspires Bold Thinkers and Risk Takers to Build Their Legacy and Make a Mark  
on Their Industry in Montgomery County, Maryland***

**Rockville, Md.** — Montgomery County Economic Development Corporation (MCEDC) today announced the launch of its new integrated marketing campaign, which supports the attraction of new businesses and retention of existing businesses in Montgomery County, Maryland. The robust, year-long campaign features strategic placement across diverse channels, including national and local broadcast programming, billboards, radio, podcasts, digital (programmatic, LinkedIn, YouTube, Google, video ads, and trade publications).

The unique “Be Next” campaign empowers businesses and innovative minds to make Montgomery County, Maryland the destination for achieving business goals and dreams. The campaign targets the small, minority-owned and women-owned business communities, and businesses in the life sciences, technology, real estate, hospitality, and nonprofit industries. Geographically, the campaign is focused in key Northeast markets, with a concentration in Maryland, Virginia and the District of Columbia while also including Philadelphia, New York, New Jersey and Boston.

“We are thrilled to launch this campaign and show businesses of every industry and size that Montgomery County is where they can ‘Be Next’ and thrive,” said Bill Tompkins, President & CEO of MCEDC. “We’ve developed an environment where businesses can create something remarkable and revolutionary — and this campaign is designed to highlight the thousands of innovators who have done that and more, and empower those waiting to make a mark.”

“Montgomery County is a desirable destination for businesses to thrive and grow,” said Marc Elrich. “But to ensure that we are attracting new businesses and growing jobs here in Montgomery, we can’t just sit around and wait for businesses to come to us. We must go aggressively after them. I am glad that MCEDC is embarking on this new marketing campaign and look forward to seeing the results of their efforts. With our synergy of talent, vast diversity, great location in relation to our nation’s capital, competitive business incentives and more, we look forward to driving a wave of new business development and promoting economic growth in the county.”

Learn more about Montgomery County, Maryland by visiting <https://benext.thinkmoco.com/>.

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**About MCEDC**

The Montgomery County Economic Development Corporation (MCEDC) is the official public-private economic development organization representing Montgomery County, Maryland. Created in 2016, MCEDC is led by a Board of Directors of business executives. Its mission is to help businesses start, grow and relocate in Montgomery County by helping them gain access to top talent, business and market intelligence and prime locations. For more information, visit our website. Follow us on Twitter, Facebook, and LinkedIn.