



## Perris Press Release

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### Official Centennial Logo and Theme Unveiled

The Perris Centennial has a logo and a theme.

The theme for the Centennial is "Honoring the past, celebrating the present, embracing the future."

The logo features an image of Fred T. Perris, the railroad engineer who surveyed the City which bears his name, a horse-drawn carriage honoring Perris' past and a high-speed train reflecting the future. The inscription above the logo centerpiece reads "Recognizing History & Renovation" with the motto "100th Anniversary, Centennial, Perris, California."

The logo and centennial theme were decided in a recent meeting that included City Staff, members of the Perris Valley Chamber of Commerce, Perris Valley Historical and Museum Association, business owners and residents.

Perris Video Intern Marden De Castro worked with the City's Information Technology Department, Human Resources and Risk Manager Isabel Lugo, Associate Planner Sabrina Chavez and Redevelopment Project Coordinator Veronica Arana. Perris City Councilman Mark Yarbrough said he heartily endorses both the logo and Centennial theme.

"It says it all," Yarbrough said. "We are making the Centennial happen. We are 100 years old and we have a tremendous amount of culture and history that we can share with future generations."

Mayor Pro-Tem Joanne Evans, part of the City contingent that selected the official Centennial logo and theme, says both pay respect to the Perris' long and illustrious history but make it clear that the City looks forward to greater gains in its next 100 years.

"I love the logo and the theme," Evans said. "It says the City has grown and will continue to grow in the future. It shows that we have gone from the horse-and-buggy to modern mass transit. We are not stuck in the past."

Evans noted that much of the City's ability to restore and renovate historic buildings like the Train Depot and Bank of Perris and attract new companies like aerospace Stretch Forming Corporation and Rio Ranch Market came about as a result of the wise use of redevelopment agency funds. Those funds are being threatened by Gov. Jerry Brown's proposal to end the state's redevelopment programs to ease a \$25 billion budget shortfall.

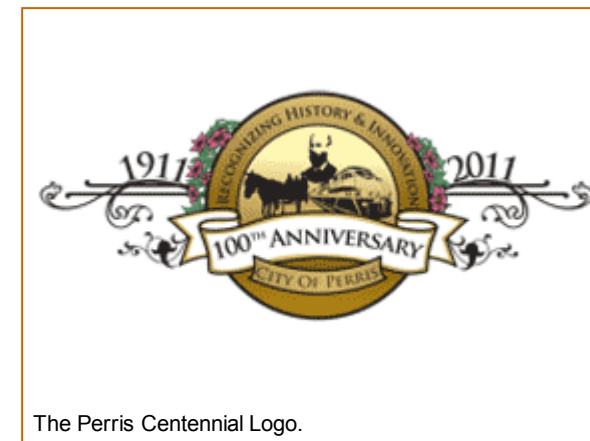
"We've got to do everything possible to save our Redevelopment Agency and redevelopment dollars," Evans said.

Perris Mayor Daryl Busch said the City's centennial theme and logo encapsulates a year of special events to commemorate the 100th anniversary.

Busch said the newly designed logo serves two purposes—celebrating the centennial and recognizing that Perris at 100 years old is a vibrant and growing community.

The centennial theme makes the same point, the Mayor said.

"We honor our past, we are working to make the present as good as possible for our residents and we look forward to the future," he said.



The Perris Centennial Logo.