

# PRESS RELEASE



## FOR IMMEDIATE RELEASE ##

## Livability Northeast Wisconsin-New North Region now available for use

*Engaging, high-quality publication encouraged as a talent and recruitment tool by organizations*

NEW NORTH, April 2, 2025 – A digital and printed publication which highlights the New North region as an optimal place to live and work now is available in print and online. Produced through a partnership between Livability Media and New North Inc., the regional marketing and economic development corporation for the 18 counties of Northeast Wisconsin, its use is encouraged as a talent and recruitment tool.

*Livability Northeast Wisconsin-New North Region* provides a look at the people, places and organizations which make the region special through colorful, engaging photos, along with profiles on individual areas and companies. It is packed with information, delivered through both stories and infographics.

“We are excited to offer this marketing initiative to highlight the New North region as a tremendous place to live, work and explore, especially with the highly visible NFL Draft coming to Green Bay later this month,” says Renee Torzala, vice president of marketing and investor relations for New North Inc. “It showcases our high quality of life, thriving business environment and the welcoming nature of our communities, no matter the audience: a relocating professional, an entrepreneur seeking new opportunities, a corporate executive evaluating potential business sites, or a curious prospective resident. They should find great value in the in-depth insights it shares.”



The engaging content is available for consumption and use in three ways:

- By visiting <https://livability.com/northeast-wisconsin/>, to read and share the online articles
- Through the digital version of the magazine at <https://bit.ly/livenewnorth>
- The printed version of the magazine, which can be obtained by contacting New North’s Renee Torzala at [renee.torzala@thenewnorth.com](mailto:renee.torzala@thenewnorth.com).

[Livability Media](#) is a national media and content marketing company that works with economic development groups and municipalities to help tell the stories of their area through online and printed publications, social media and podcasts. It is known for its “Best Places to Live” lists and rank at the top of organic Google searches for best places to live.

An internet and targeted social media campaign by New North will complement the print and online publication. The New North region also will be highlighted on [www.livability.com](http://www.livability.com), which attracts millions of online visitors each year including human resources professionals and site selectors.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. [www.thenewnorth.com](http://www.thenewnorth.com)

**Media Contact:** Jeff Blumb, [media@blumbcc.com](mailto:media@blumbcc.com) or 920.328.5454