



Aurora, IL – (August 8, 2024) – Invest Aurora, in partnership with the City of Aurora, is excited to announce the launch of a groundbreaking economic development campaign aimed at attracting new businesses and fostering growth within the community. This multifaceted campaign will launch in the Chicago media market ahead of the Democratic National Convention.

From the City of Lights to the City of Light Speed

The centerpiece of this campaign is a broadcast commercial that takes viewers on a journey through Aurora's storied past and vibrant present. The commercial traces the evolution of Aurora from its early days as the first city in the United States to adopt electric street lighting, earning it the nickname "City of Lights," to its current status as a hub of innovation and progress, now proudly known as the "City of Light Speed."

"We are incredibly proud of Aurora's impressive history and are equally excited about its future," said Aurora Mayor Richard C. Irvin. "This economic development campaign is a testament to our commitment to fostering a vibrant business community and creating opportunities for growth and innovation."

Take a look at the commercial [here](#).

Engaging Social Media Campaign

In addition to the broadcast commercial, a robust social media campaign will be launched to engage with a broader audience. This campaign will utilize social media platforms to create a buzz around Aurora's potential and showcase the city as an ideal location for businesses of all sizes.

Comprehensive Microsite for Business Engagement

To further support this initiative, a dedicated microsite has been developed as a central resource for businesses interested in exploring opportunities in Aurora. OneAurora.org provides detailed information about the city's economic incentives and available properties. Visitors to the site can also connect directly with economic development specialists who can provide personalized guidance and support.

"Invest Aurora is dedicated to supporting the economic vitality of our city," said Invest Aurora CEO Kelly O'Brien. "This marketing campaign is meant to pique the interest of business owners, entrepreneurs and investors from around the country to learn more about Aurora and encourage making Aurora the next home for their business,"

The DNC attracts delegates and millions of viewers from across the country, providing Aurora with a platform to reach a wide and diverse audience.

About Aurora, IL

Aurora, Illinois, is the second-largest city in the state, known for its diverse community, historic charm, and forward-thinking vision. With a strong focus on innovation and growth, Aurora continues to build on its legacy as the "City of Lights" and embrace its future as the "City of Light Speed."

About Invest Aurora

Invest Aurora is the public-private economic development partnership dedicated to expanding economic opportunities in Aurora. By providing resources, support, and strategic guidance, Invest Aurora works to attract new businesses, retain existing ones, and enhance the overall economic vitality of the city.

For more information about the campaign and to explore business opportunities in Aurora, please visit OneAurora.org

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