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**FOR IMMEDIATE RELEASE**

## RJ's American Grill seeks customer feedback on new logo design

**ST. CLOUD (June 2, 2010)** – After three years of providing great quality food and service in St. Cloud, RJ's American Grill has teamed up with Minneapolis-based marketing and design firm, Shea, Inc., on an upgrade to their image. As part of this initiative, RJ's is introducing a new logo that will help boost the company's impact in the marketplace. Specifically, this logo will be produced on high impact signage and will be used on menus and in all future marketing efforts.

Shea's designers have provided options that RJ's ownership has narrowed down to four final logo designs. Now, RJ's is looking to the public to help them decide what best represents the restaurant. Owner Rhonda Berg states, "We've narrowed it down to some really great logos that we think will take our business to the next level. At this point, though, we want to hear from our loyal customers and make them part of the decision. They have helped make us who we are today and we want them to be a big part of our future too. This should be a really fun way to engage them."

The ownership and management is remaining the same and the great food and service that customers have come to know will not change. The company is simply seeking a stronger brand presence that reflects their quality offerings and makes a stronger impression with consumers.

Customers can view the options and vote for their favorites by visiting RJ's American Grill at 4221 Clearwater Road or by visiting [www.rjsamericangrill.com](http://www.rjsamericangrill.com). Voting will take place from Thursday, June 3 through Friday, June 18, and the winning logo will be announced on Tuesday, June 22. The logo will be implemented on new menus and signage immediately following the announcement.

***RJ's American Grill, 4221 Clearwater Road, St. Cloud, MN 56301; phone: 320.257.7757; website: [www.rjsamericangrill.com](http://www.rjsamericangrill.com)***

Shea, Inc. is a marketing and design firm integrating expertise in marketing, architecture and interior design. Shea blends diverse perspectives, skills, cultures and knowledge into solid creative strategy for clients. Shea's client list includes Macy's, TCF National Bank, Caribou Coffee, Lunds and Byerly's, Wells Fargo and Aramark. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site at [www.shealink.com](http://www.shealink.com) or our blog at [www.sheaanything.blogspot.com](http://www.sheaanything.blogspot.com).