



Partner Media Kit - October 2021

New Name. Same Mission.

To foster a vibrant, safe, connected,
and diverse Columbia Pike community.

The Columbia Pike Partnership exists to be the convening body representing the interests of all those who live, work and visit Columbia Pike.

Our Vision

An authentic, exciting, and accessible Columbia Pike community where social, ethnic, and economic diversity is celebrated.

Our Values

At our core, we value inclusiveness, connectivity, heritage, and prosperity.

Inclusiveness. We strive to make Columbia Pike a place for all people – one that people of all walks of life can enjoy and/or call home.

Connectivity. We work to convene and connect residents, visitors, businesses, and property owners with each other and with Arlington County to create a sense of community, provide a collective voice, and ensure we are all working together to achieve our goals.

Heritage. We celebrate and work to preserve Columbia Pike's rich history and diversity.

Prosperity. Everything we do is to create equity and increase the quality of life of our community and build a better future for all.

About Our New Name

Why A New Name?

After 35 years of dedication to the Columbia Pike community, we felt it was time to update the organization's name to better reflect the work we do.

Why "Partnership"?

Our work relies on the partnerships we develop to get things done. Our mission statement is clear: "CPRO exists to be the convening body representing the interests of all those who live, work and visit Columbia Pike." We convene partners – citizens, businesses, fellow nonprofit organizations, and Arlington County departments – to accomplish our goals and realize our vision together.

Has the Organization Changed?

No. We are still dedicated to serving the needs of our community through our partnerships. Our Mission, Vision, and Values have not changed. We still strive to create a sense of community through various placemaking programs and initiatives, advocate for the needs of Columbia Pike residents and businesses, and work to keep our community informed and engaged.

How You Can Show Your Support

Help us spread the word about our new name while showing your support for Columbia Pike as one of our partners!

Become a Partner

Make a Donation:

Every dollar you give is spent on programs and initiatives that serve Columbia Pike residents and businesses. Donate online today at columbia-pike.org/donate

Become a Volunteer:

Keep an eye out for volunteer opportunities at one of our many community events, such as the annual Blues Festival, Movie Nights, or Paws on the Pike.

Share Our Work:

Follow us on social media (@columbiapikeva) and sign up for our weekly newsletter to share information with your networks about what's happening on Columbia Pike, our upcoming events, and more.

Reach Out:

Are you a new business or resident? Are you a nonprofit looking for help with a new initiative? Do you have information you'd like us to share with the community? Don't hesitate to reach out to our dedicated team for assistance or guidance.

Tell the world you're a Columbia Pike Partner!



[COLOR BADGE](#)



[WHITE BADGE](#)



[BLACK BADGE](#)

Pick your badge to show your support for Columbia Pike. Download at columbia-pike.org to use on your website and more!

Share the News of Our New Name on Social Media



Use one of our example social posts below or write your own...

Example Social Media Posts:

Congratulations to @columbiapikeva on their new name: Columbia Pike Partnership!

We're a proud partner of the newly named Columbia Pike Partnership!

The amazing CPRO is now Columbia Pike Partnership! We're proud to be one of their many partners supporting the Columbia Pike community.

Example Hashtags to Use:

#supportcolumbiapike
#proudpartner
#partnership
#partnershipsmakeithappen
#columbiapikepartner
#supportingpartners
#communitypartners
#powerofpartnership
#partnershipswork

Pair these posts with our new logo and/or a link to our press release:

[HORIZONTAL IMAGE](#) | [SQUARE IMAGE](#) | [PRESS RELEASE](#)

Download at columbia-pike.org