**WhyNOLA**

**Taglines/Soundbites/Headlines/Quips**

Come for the commerce, stay for the quality of life

Come for the commercial opportunity, stay for the quality of life

Live a whole life – not just work, eat, sleep, repeat

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New Orleans: Live a whole life – not just work, eat, sleep, repeat

New Orleans – we work to live, not live to work.

New Orleans – we refuse submission, we don’t lack ambition

New Orleans – the muse that makes great ideas blossom

New Orleans – the muse for great ideas, the talent to make them real

New Orleans – the city is the muse; the people make it happen

WhyNOLA – excel at work, and at life

WhyNOLA – excel at work, and at living

YourCareerNOLA – excel at work, and at life

YourCareerNOLA – it’s more than work, eat, sleep, repeat

WhyWorkNOLA – Create a whole life, not just the daily grind

WhyNOLA - The daily groove, not the daily grind.

WhyNOLA – Honor the past, create the future

WhyNOLA – ease of business, depth of history, made for the future.

NOLA: the muse that makes new ideas blossom

NOLA: the muse for new business

NOLA: Where work-life balance is real, not just lip service

NOLA: Where work-life balance is real, not imaginary

WhyNOLA: Here work-life balance is real, not aspirational

WhyNOLA: Here work-life balance is real, not imaginary

WhyNOLA: A good career and fun aren’t mutually exclusive

WhyBizNOLA: A great career and a great life aren’t mutually exclusive

WhyBizNOLA: friendly people, great opportunities, awesome food

WhyBizNOLA: friendly people, great opportunities, unparalleled culture

***#WhyNOLA Bumper Stickers/Twitter Quips***

#WhyBizNOLA: Creative culture

#WhyBizNOLA: Entrepreneurial spirit

#WhyBizNOLA: Talent diversity

#WhyBizNOLA: Iconoclasts

#WhyNOLA: City is the muse for great ideas

#WhyBizNOLA: Excel at work and at life

#WhyBizNOLA: We’re more than work, eat, sleep, repeat

#WhyBizNOLA: Our work-life balance is real

#WhyNOLA: Work-life balance is not just a platitude

#WhyNOLA: ‘Cuz work-life balance should be real, not imaginary

#WhyBizNOLA: People, Opportunity, Culture

#WhyBizNOLA: Work. EAT. Sleep. Repeat.

#WhyBizNOLA: Work. LIVE. Sleep. Repeat.