**Pretty Incredible! is now Mira.**

*Introducing the new face, name and future of Pretty Incredible!.*

LOUISVILLE, Kentucky – February 17, 2020 – Pretty Incredible!, a certified Women’s Business Enterprise (WBE), announced earlier this week the business’ rebrand to Mira.

After nearly 50 years of managing brands, Mira understands how a little process and streamlining can take our customers a long way. This is reflected in the company’s new tagline, "More time to create." This language speaks to the core belief that in a vast, ever-changing, and complex marketing landscape, Mira can cater to each and every business to truly provide more time to create.

So, what does that mean for our current clients? We are the same people behind the curtain. Our staff hasn’t changed and our ownership remains the same.

Mira will continue to offer all of the marketing tools and expertise that businesses need to grow and scale, while investing further in its multi-functional brand resource management platform, production methods and expert support for clients. Please visit workwithmira.com to explore the new website and learn more about the suite of brand management products and services offered.

So, what would you do with more time to create?

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