

They said it: “Utah Lake needs a great PR campaign”

Last month, two economic developers discussed [the benefits](#) and [challenges](#) of Utah Lake [in an editorial](#) for *The Daily Herald*.

Said Val Hale, president of the Utah Valley Chamber: “Funding efforts to clean up Utah Lake will eventually pay dividends for our valley. If we can remove the stigma associated with the lake and make it a desirable place to live and play, it will become a signature attraction for our valley and a boon to our local economy.”

Added chamber vice president Donna Milakovic, “I believe the lake is a benefit to economic development and life in Utah Valley, but it is under appreciated and utilized. What Utah Lake needs is a great PR campaign and some TLC.”

Of course, that’s largely the goal of the Utah Lake Commission and [utahlake.gov](#): To promote the benefits of and updates taking place around the lake. But it’s always nice to see our favorite lake make headlines. And it’s always helpful to have other lend their voices to the cause.

Photo credit: Christi Hill

See also: [They said it: KSL on Utah Lake's "impressively beautiful" comeback](#)