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Dundalk wants to tell you all about its low cost of living



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Economic development officials on Thursday launched a new effort to change Dundalk's downmarket image with a branding campaign featuring the tagline "Dundalk: Live the Unexpected."

The campaign is aimed at convincing more people to move to the eastern Baltimore County suburb, which is just over the city line from East Baltimore. It launches with a new logo and [website](#), which touts the area's waterfront and marinas and urges people to "staycation anytime on our five peninsulas."

"Dundalk is a proud community, one filled with great pride and patriotism," Baltimore County Executive Kevin Kamenetz said in a statement. "Baltimore County recognizes that strength and is honored to partner with the Dundalk Renaissance Corp. to kick off a new home ownership initiative and campaign."

The Dundalk Renaissance Corp. is touting the area's low median home prices of \$120,000 and a cost of living that is 3 percent below the national average. A housing fair is planned for Sept. 27 that will include tours of for-sale homes and four narrated bus tours.

"We are excited to begin this new phase of our efforts to attract Dundalk's next generation," Dundalk Renaissance Corp. Executive Director Amy Menzer said in a statement.



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April House

The Dundalk Renaissance Corp. is touting the area's low median home prices of \$120,000.



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