



MEDIA RELEASE

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FIVE PRESTIGIOUS MARKETING AWARDS FOR TOWN OF CALEDON'S ECONOMIC DEVELOPMENT & COMMUNICATIONS DEPARTMENT

The Economic Development & Communications (ED&C) team at the Town of Caledon continues to win prominent national and international marketing awards, heightening the awareness of the municipality's attractiveness for investment. ED&C recently added to their trophy case, winning five major marketing awards from two leading economic development organizations – the Economic Developers Association of Canada and the International Economic Development Council.

"When it comes to encouraging new investment and the expansion of existing businesses, building a credible brand for Caledon is important," said Mayor Marolyn Morrison. "On behalf of Council and staff, I would like to applaud the ED&C team who creatively and constantly strive to show the investment community that Caledon is the natural course of business."

ED&C won three 2007 Marketing Canada Awards from the Economic Developers Association of Canada (EDAC) at EDAC's 39th Annual National Conference in Saskatoon, Saskatchewan on September 17, 2007. Ben Roberts, the Town's Economic Development Officer, accepted the three awards on behalf of his ED&C coworkers for the "2006 Review", their "you fit here" advertisement, and the "Town of Caledon Competitive Analysis".

The International Economic Development Council's (IEDC) professional economic development awards recognize global excellence in the economic development profession. Competing in the General Research Report category with the "Town of Caledon Competitive Analysis", and Paid Ad Campaign category with the "you fit here" ad, ED&C's entries were clear standouts. Winning honourable mention in both categories, ED&C was recognized for these achievements during an awards ceremony on September 18, 2007 at IEDC's annual conference in Phoenix, Arizona.

"Economic development efforts have always played a vital role in shoring up North America's economy, one locality at a time," said Ronnie L. Bryant, IEDC chairman. "In an ever-changing and increasingly competitive marketplace, these efforts have taken on an even greater importance. These awards serve as a salute to pacesetting organizations like Caledon's Economic Development & Communications Department for leading the charge."

ED&C's award-winning marketing vehicles can be viewed at www.caledon.ca/business.

EDAC is Canada's national organization of economic developers pursuing excellence in the field since 1968. EDAC promotes ethics in economic development and strives to enhance the profile and economic development of provinces, territories, regions, cities, towns and areas with a view to improve the economic well-being of Canadians.

IEDC is headquartered in Washington, DC. Its mission is to provide leadership and excellence in economic development for communities, members and partners.

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