



NEWS RELEASE

For Immediate Release
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Alberta Communities Recognized for Excellence in Economic Development Marketing

(Vancouver, BC): Yesterday, the Economic Developers Association of Canada (EDAC) presented its annual **Marketing Canada Awards** during its 41st National Conference in Vancouver, BC.

The Association recognizes that marketing a community is an integral part of the economic development profession; therefore, provides this competition as an opportunity to exchange and review promotional literature and other marketing materials produced by municipalities across the country. The awards program is open to those organizations that undertake to promote and market Canadian provinces, territories, regions, cities, towns and areas with a view to improving the economic well-being of Canadians.

This year, Alberta communities received 4 of the awards, including:

- **Brazeau County**- Best of Category for its **100K Kitchen Party** submission



- **Calgary Economic Development**- Best of Category for its **Focus** submission
- **Economic Development Lethbridge**- Best of Category for its **Collaborative Business Park Promotion**

- **Rocky View County-** Received three Best of Category awards for **The Communicator**, **Bragg Creek Restaurant Guide** and **Rocky View Tie and Silk Scarf** submissions.

"It is great to see our members being recognized for their creative, innovative marketing programs. I am pleased to see such a strong showing from Alberta communities this year," states Kent Rupert, EDA President.

ABOUT EDA

Economic Developers Alberta (EDA) is Alberta's economic development network. It is an organization dedicated to advancing the economic development profession in the province of Alberta by providing an active network of communications, information and education. It is a not-for-profit organization governed by a volunteer board of directors, who represent the interests of its membership as a whole. In 2009, EDA is celebrating its 35th Anniversary.