



---

For release: October 28, 2008

## NEWS RELEASE

### **Global Investment Attraction Campaign Reaps National and International Awards**

Picton, ON – Prince Edward County's global investment attraction campaign [www.buildanewlife.ca](http://www.buildanewlife.ca) has won the top award in the New Media category from the International Economic Developers Commission (IEDC). This follows the campaign winning the top National Award in the Website Category this September at the Annual Economic Developers Association of Canada (EDAC) awards.

The opening remarks at the IEDC International Economic Developers Councils awards ceremony in Atlanta, Georgia on October 23<sup>rd</sup> stated, "These awards are something communities should truly be proud of. The award winners, who were judged by their peers and private sector business, represent the best of the best in the world. There is no better acknowledgement of success."

The investment attraction campaign was conceived and coordinated by the municipal economic development office. It was based on the premise of working with the community to let potential world-wide investors know of the County's wonderful business and lifestyle success stories.

The campaign takes a social media approach to investment attraction, where business and lifestyle success stories are told via YouTube Videos, Internet audio podcasts, on-line slide shows and classic editorial with pictures and words. Other social media such as Facebook, MySpace, Flickr, etc. are being incorporated into the site.

Small World Media Group of Kingston and f3/webover of Toronto provided strategic, creative and technical expertise and served as development and implementation partner on this complex project. Local broadcast journalist, Jennifer Lester, developed much of the professional media content. Students at the local high school, Prince Edward Collegiate Institute, developed a two-minute video created on Picton fashion retail shop, Kelly's. A Loyalist student provided a month's worth of free services as part of a co-op placement to provide more media content. Dozens of local business people volunteered their time to be showcased on-line to the world. The Prince Edward County Public Library, via a grant from PELA CFDC, loans video and audio equipment to the community to develop media content for the on-going campaign.

The [www.buildanewlife.ca](http://www.buildanewlife.ca) site provides:

- Research and data on investment opportunities through the Collaboration Centre,
- Under Lifestyle and Community, there are links to local newspapers and previously broadcast television shows, and
- A Finance section lists access to capital from government institutions, banks and new 'Peer-to-Peer' lending that bypasses traditional lending institutions.

The dynamic site will keep growing over time to provide:

- A marketplace where County businesses can sell their goods and services globally,
- A virtual job fair that will match employers and employees, and
- A business directory.

"This award represents our time to shine on the global stage as we seek to attract investment from around the world," said Mayor Leo P. Finnegan. "Through collaboration and partnership we win again!"

Economic Development Officer Dan Taylor concludes "the site has already received over 2000 unique visits since June, resulted in numerous investment leads and we are receiving unsolicited comments from potential investors indicating that this is just the type of site to attract them to our community. That says it all. They have told us we have hit the mark!"

- 30 -

For further information, please contact Mayor Finnegan at 613-476-2148.

Attachments: IEDC's News Release  
Credits and thanks  
Homepage image



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*

734 19th Street NW / Suite 900  
Phone: (202) 223-1800  
Fax: (202) 223-4745  
[www.iiedc.org](http://www.iiedc.org)

## *Media Release*

For Immediate Release  
October 19, 2008

Contact: Erin Way, Media Relations  
(202) 942-9474, [cway@iiedc.org](mailto:cway@iiedc.org)

### **CORPORATION OF THE COUNTY OF PRINCE EDWARD TO RECEIVE AWARD AT ECONOMIC DEVELOPMENT CONFERENCE**

*County in Ontario, Canada, Recognized for New Media Initiative*

Acknowledging the Corporation of the County of Prince Edward for a new media initiative, the International Economic Development Council (IEDC) will present an award to the Ontario, Canada municipality at IEDC's Annual Conference, which is scheduled to take place in Atlanta, Georgia, October 19-22. Prince Edward County, along with project partners Small World Media and f3 webover, will be noticed for this achievement during an awards ceremony on Tuesday, October 21st.

"Economic development efforts have long been a keystone in the quest to bolster the economy and improve quality of life in every locality across the country," said Robin Roberts Krieger, IEDC chair. "As the nation continues to tackle longstanding challenges in the midst of an inhospitable financial climate, these efforts have taken on an even greater significance. With the award, we laud trendsetting organizations and municipalities like the Corporation of the County of Prince Edward for leading the charge."

Competing in the category of New Media by organizations serving areas with populations under 50,000, Prince Edward County was a clear standout. The Prince Edward County municipal economic development office—as part of its Creative Rural Economy strategy—developed, with its community business partners, a Web 2.0/social media based investment attraction initiative. The purpose of the initiative is to use the power of the internet and world wide web, with its emerging Web 2.0/social media technologies to showcase local success stories as a means to generate global investment leads from the difficult-to-find target market of small business owners/investors and entrepreneurs in multiple sectors/types of businesses. The main feature of [www.buildanewlife.ca](http://www.buildanewlife.ca) is the digital testimonials (in the form of classic editorial of pictures and words, video and audio podcasts, as well as audio slide shows) from current investors sharing both their business success by locating in and operating out of Prince Edward County and their lifestyle enjoyment of the place. This project cost \$60,000 to put together. The federal government funded half, the municipality the other half. Both Small World Media Group and f3 webover contributed approximately \$15,000 each in additional services because they believed so strongly in the project as a showcase and new business generating tool for their businesses.

The International Economic Development Council (IEDC) is headquartered in Washington, DC. Its mission is to provide leadership and excellence in economic development for communities, members and partners. IEDC's professional economic development awards annually recognize excellence in the economic development profession.

# # #

## Credits

The County of Prince Edward would like to acknowledge those who contributed to the creation of this investment attraction initiative.

Our sincere thanks to:

The enterprising and creative community of Prince Edward County who inspired the concept and volunteered to be featured in the campaign.

Dave & Stacey Hatch, WhistleStop Productions  
Anne Van Vlack, InfoLink Web Site Development  
Rene Dick, Scout Design  
Paul Johnson & Rob Kellough, Through the Cedars Music Productions  
Alan Gratias & Joanie Hillborn, Arts on Main  
Carlyn Moulton, Oeno Gallery  
Paulette Greer, SideStreet Gallery  
Graham Davies, The Bald Photographer  
Bill Reddick, Reddick Studio Porcelain  
Peta Hall, Peta Hall Gallery  
Dick Prinzen of Prinzen Farms  
Vicki Emlaw, Vicki's Veggies  
Marilyn Carson, Carson Bay Farms  
John & Geri Della Bosca, Stone House Farm  
Petra Cooper, Fifth Town Artisan Cheese  
Martin Miller, Chair of the Board, Black River Cheese  
Dino & Sonja Ianuzzi, Capricorn View Farm  
Diane Walker, Walker's Green Houses  
Alexandra Bake, Books & Company  
Deb Izumi & Jen Kuipers, Indulgence Spa & Salon  
Anik Jivanjee , Manor on Loyalist Parkway  
Brian Beiles, Mobile Consultant  
Kelly Roblin, Kelly's Shop  
Peter Sage, Elliott Sage Design and Construction  
Bernie Gray, Bernie Gray Kayaking  
Katie Misener, Bloomfield Bicycle Company

Special thanks to our "poster children" Stacey and Dave Hatch, Dick Prinzen, Alexandra Bake and Bernie Gray.

Production team: Small World Media Group , F3 eBusiness

Content: Jennifer Lester Media, Adam Campbell, Jan Davies, Mark Bartkiw

Social Media: Laura Charlton

Community Partners: Prince Edward Collegiate Institute, The County of Prince Edward Public Library, Loyalist College.

Funders:

The Community Investment Support Program

PELA CFDC