

The Corporation of the
County of Prince Edward



332 Main Street
Picton, Ontario
K0K 2T0
Tel: 613-476-2148
Fax: 613-476-5737

For release: June 26, 2008

NEWS RELEASE

Prince Edward County Launches Global Investment Attraction Campaign

Picton ON – A global investment attraction campaign has put Prince Edward County ahead of the pack again. The County's Economic Development Office publicly launched the campaign at an event in Picton on Friday, June 20th.

The Web 2.0 site www.BuildANewLife.ca is the centerpiece of the campaign. User-generated content is featured alongside professional videos and podcasts capturing successful local investors praising the quality of life in Prince Edward County. Videos were made in part by high school students as part of a class project. The campaign has already attracted interest from across North America and Europe.

The site was unveiled before 40 guests – including MPP and Minister of Agriculture, Food and Rural Affairs, Leona Dombrowsky, municipal councillors and local businesses.

"This was the hard launch of our internet marketing initiative," said Dan Taylor, Economic Development Officer. "We announced a year and half's worth of thinking, planning and work to the press and the community, many of whom participated on our site."

As Web 2.0 involves user-generated content, the public is invited to participate in this site and create their own content. A how-to video, equipment and an editing suite have been made available to facilitate mass collaboration at the Picton Public Library.

"People can come in and check it out, just like a book, and our I.T. department will be available to help," said Barb Sweet, CEO of the Prince Edward County Public Libraries.

"We are using cutting edge technology to attract investors from around the world," said Mayor Leo P. Finnegan. "Whether they are in Germany, the U.S. or anywhere else in the world, potential investors can experience what it's like to work and live in Prince Edward County."

As part of the campaign, the municipality has integrated its own [YouTube channel](#), [Facebook](#) and [Flickr](#) sites where the video profiles and other information can be seen around the globe.

Further information on the campaign can be obtained from:

Dan Taylor
Economic Development Officer
The Corporation of the County of Prince Edward
332 Main Street, Picton, Ontario K0K 2T0
613-476-2148
e: dtaylor@pecounty.on.ca
www.pecounty.on.ca