

The Corporation of the
County of Prince Edward



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NEWS RELEASE

**The County Welcomes Loyalist College and
The Headland 3D Centre of Excellence**

PICTON – Prince Edward County is about to become the home of the very first 3D/HD training centre for television content creation in Eastern Ontario. A boost to the County's Creative Rural Economy and a catalyst for like business attraction, The Headland New Media Development Organization, (The Headland) has partnered with WhistleStop Productions Inc. and Loyalist College. Loyalist College will deliver a Post Diploma Certificate in 3D Video Production to post-graduate students and television and new media industry professionals. The new program, located in Picton, is partially funded through a \$99,000 grant from the Government of Canada Eastern Ontario Development Program (EODP).

"The creation of the 3D Centre of Excellence provides highly specialized skills training opportunities that will allow graduates to work in 3D television production, creating programming for domestic and international television markets, in our own region. The outcome will be increased work opportunities for youth, leading to building community capacity which is so vital to the spirit and life blood of our region," said Stacey Hatch, Executive Director of The Headland. "WhistleStop Productions is excited about the opportunity to create a public/private/educational partnership that will benefit both students and the local creative economy," said David Hatch, President of WhistleStop Productions Inc.

Stacey and David Hatch founded The Headland, a not-for-profit organization, in 2009 with support from Prince Edward County's economic development office and Prince Edward Lennox Addington Community Futures Development Corporation with the goal of fostering skills development and mentorship of youth in the new media industry.

A Loyalist College presence in Picton is an important step to achieving the objectives of the County's 2007 Strategic Plan. It provides post secondary educational opportunities for local youth and professionals, contributes to a well trained local workforce and will increase stable, measurable, year round employment opportunities.

"This is a perfect example of collaboration on the part of the County, the business and academic community and PELA CFDC. The 3D Centre of Excellence is a real triumph for our local creative economy," said Mayor Peter A. Mertens. "On behalf of Council I offer a warm welcome to Loyalist College, congratulations to The Headland, appreciation to PELA CFDC and thanks to our staff and all who contributed to this success story. We look forward to exploring further opportunities with Loyalist College."

County staff will continue to work with The Headland and other local businesses to create economic development opportunities for the County. For information on business or investment opportunities contact the Economic Development Office at 613-476-2148 ext. 343