

June 23 / For Immediate Release

Mayor Bruce Featured on AirdrieNow TV!

AIRDRIE, ALBERTA – It was lights, camera and action during the annual Airdrie Chamber of Commerce State of the City Luncheon with Mayor Linda Bruce. The event featured a wealth of information for Airdrie’s entrepreneurial business community and, for the first time ever, the State of the City is available online thanks to AirdrieNow TV!

Donning a festive party hat, Mayor Bruce greeted the sold out crowd with an impressive list of community events including the Airdrie Centennial and Airdrie Regional Air Show. Her presentation featured key city projects for 2009, resources for new and expanding businesses and the city’s commitment to sustainability. Selected segments from Mayor Bruce’s presentation are available exclusively on Airdrie Economic Development’s www.airdrienow.ca website by clicking on the AirdrieNow TV! icon.

Online videos have come a long way in the past decade. The once blurry, slow-loading, postage sized videos have been replaced by high-definition, professionally produced full-screen productions. New technologies and increased connectivity have transformed the sleepy multimedia function to mainstream culture. Businesses, no matter the size, continue to embrace the marketing potential of online video targeting key segments.

With this in mind, Airdrie Economic Development developed AirdrieNow TV!, an online video platform showcasing Airdrie and the local business community. Successfully launched in early February, AirdrieNow TV! features 34 videos promoting the excellent quality of life and business opportunities in Airdrie. Videos include testimonials from local business leaders on the advantages of doing business in Airdrie, how the Airdrie Chamber of Commerce helps local businesses and the latest addition of Mayor Bruce’s State of the City address.

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