

October 15, 2012 / For Immediate Release

National Organization Recognizes Airdrie Economic Development's Marketing Initiatives

AIRDRIE, ALBERTA – The Economic Developers Association of Canada (EDAC) has awarded Airdrie Economic Development with two 2012 Marketing Canada Awards.

Airdrie Economic Development earned an award in the electronic newsletter category for Airdrie@Work, a monthly e-newsletter for the Airdrie business community. A second award was received in the promotional items category for “Airdrie’s Your Best Shot,” a uniquely designed golf ball sleeve.

“We have a creative and talented team who works hard to promote our Airdrie Now investment attraction campaign and to build strong communications with local businesses,” says Kent Rupert, Team Leader, Airdrie Economic Development. “Through the Airdrie@Work newsletter we are able to promote and celebrate Airdrie companies and ensure we’re keeping our local businesses engaged and informed.”

The Marketing Canada Awards program is open to organizations that promote and market Canadian provinces, territories, regions, cities, towns and areas with a view to improving the economic well-being of Canadians. This year’s program received 160 submissions from across Canada.

“It is an honour to be recognized by our peers,” says Rupert. “Receiving these two awards lets us know that we are being viewed as leaders in economic development across Canada.”

The Economic Developers Association of Canada (EDAC) is Canada’s national association of economic development professionals and has more than 1,000 members.

Airdrie Economic Development is a team of five professionals working to support business development and investment attraction in the City of Airdrie.

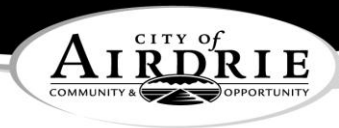
To learn more about Airdrie Economic Development, visit www.airdrienow.ca. Click on “News & Events” to subscribe to the Airdrie@Work e-newsletter. To learn more about EDAC, visit www.edac.ca.

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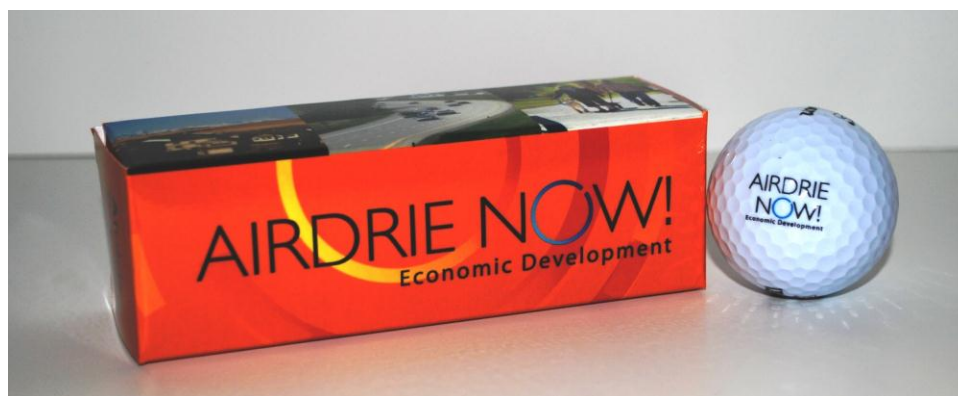
News Release



The Airdrie Economic Development Team
Back, from left: Tara Levick, Kent Rupert and Leona Esau.
Front, front left: Tristan Choi and Sara Chamberlain



[Click here](#) to view the Airdrie@Work e-newsletter.



Airdrie's Your Best Shot Promotional Item