

## FOR IMMEDIATE RELEASE

April 17, 2008

## W.E. CAN

Windsor-Essex — The WindsorEssex Development Commission, in partnership with Woodslee Credit Union, The Windsor Star, the City of Windsor and County of Essex, has launched what it hopes will be the beginning of a positive new era in Windsor-Essex.

Our W.E. CAN External campaign will tell people outside our region about the great opportunities for investment we offer in Windsor-Essex. We can also tell them that we are fortunate to have the support of good corporate citizens.

“We believe in our region and its future. We are proud to be part of this important event and the possibilities it offers all of us,” said Paul Mullins, chair, Woodslee Credit Union.

The publisher of The Windsor Star, Jim Venney, said they are spending time and resources on their own promotional effort, and support the W.E. CAN campaign of the Development Commission.

“We see this WEDC campaign as one of the important steps we all need to be taking to move our region forward,” said Venney. “If we are all on the same page and feel good about promoting Windsor-Essex, we can and we will be successful.”

Independent proof that our region has what it takes to succeed was evident in Windsor-Essex being rated North America’s #1 Small City of the Future for 2007/2008 by fDi Magazine, a publication of the Financial Times of London, England.

The W.E. CAN Local campaign encourages citizens from across our region to feel good about where we live and work and to spread that message.

“We have a tremendous amount to be proud of and we don’t always appreciate the assets we have that make us an attractive place to invest,” said Remo Mancini, chairman of the WEDC Board of Directors. “This campaign is to remind all of us that we should spread the word, and tell people that good things are happening in our communities.”

The campaign’s website - [windsor-essexcan.com](http://windsor-essexcan.com) – was developed with great support from Kristina Verner and her staff at the Centre for Smart Communities Innovation (CSCI) at the University of Windsor.

Research tells us that communities thrive when their citizens have confidence in themselves. People in Windsor-Essex know how to meet and beat challenges. CanW.E.?

W.E.CAN.

For more information on the WEDC campaigns, visit our website at [windsor-essexcan.com](http://windsor-essexcan.com).

Details about The Windsor Star’s campaign can be found at [windsorstar.com](http://windsorstar.com).

WindsorEssex Development Commission: 519-255-9200