

FOR IMMEDIATE RELEASE

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WEDC Wins National Award for its Website

Windsor, ON – The WindsorEssex Development Commission (WEDC) has received a First Place award for its new website in the 2008 Marketing Canada Awards competition, handed out during the 40th National Conference of the Economic Developers Association of Canada.

The award is given to an organization that “undertakes to promote and market Canadian provinces, territories, cities, towns and areas with a view to improving the economic well-being of Canadians.”

Tracy Pringle and Wendy Stark accepted the award on behalf of WEDC at the conference held in Fredericton, New Brunswick. Lina Williams, Information and Systems Coordinator at WEDC directed the re-design of the website that was launched in March, 2008. It was produced in collaboration with two local companies – Exomark and Hargreaves Mandal Stewart.

The website, www.choosewindsorsex.com, is a contemporary, professional and informative site designed for easy visitor navigation. Investors can browse for information by topic: locating and expanding your business, key industries in the region, facts on living in the region, research and development, our communities, business news and events and the WEDC organization.

State of the art websites are now essential tools in business and WEDC’s Chairman of the Board, Remo Mancini, said receiving the EDAC award shows that WEDC is meeting its goal of providing effective and efficient online communication.

“We are very proud to receive this award. Our website is designed to market our region and provide information that will draw the interest of potential investors,” said Mancini. “The website is drawing about 15,000 visitors per month. That’s significant, and we will continue to ensure that the website remains focused, relevant and up to date.”

Mancini says the development and re-design of the website was made possible by generous support from WEDC’s community partners but most importantly due to the support from United Communities Credit Union (Woodslee Credit Union) and special funding support from the County of Essex and the City of Windsor.

“We want to thank all of our partners who work with us and who are committed to moving our region into a successful and prosperous future,” Mancini said. “We take great pride in reaching our goal of enhancing the user experience by creating an environment that is innovative and stimulating, but at the same time information rich, valuable and regionally focused.”

EDAC is Canada’s national organization of economic development professionals, representing all provinces, with over 800 members. The Marketing Canada Awards competition is an opportunity to exchange and review promotional literature and other marketing materials produced by municipalities across the country. The 2008 competition attracted 223 submissions in 12 sub-categories.

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