

WindsorEssex

ECONOMIC DEVELOPMENT CORPORATION

For Immediate Release

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“GROWN RIGHT HERE” WINDSOR-ESSEX ADVERTISING CAMPAIGN HONOURED

Windsor-Essex County, February 5, 2010—The WindsorEssex Economic Development Corporation (WEEDC) in partnership with the Ontario Greenhouse Vegetable Growers Association received special recognition as a finalist for the “**Grown Right Here**” **buy-local advertising campaign** at the Ontario Economic Development Awards (EDCO) dinner in Toronto last night. First place in the advertising category was won by the City of Brampton. The ceremony honours winners and honourable mentions for their efforts in promoting their communities for location and tourism opportunities. Economic Development initiatives are also judged as part of the process.

“This year, over 130 entries were judged,” stated 2009 EDCO President Lauren Millier. “The competition allows local communities to see just how they stack up against other municipalities when it comes to promoting location, investment & tourism opportunities.” There are judges from specialized areas of expertise assigned to judge specific categories. Expert judges reviewed all of the entries that covered everything from promotional brochures to infrastructure development projects.

“We are very excited and honoured to be recognized for the ‘Grown Right Here’ advertising campaign,” stated Kristen Callow, Chairperson of the Agri-Business Sector Committee of the WEEDC. “The result of this competition demonstrates our effectiveness in our economic development efforts for our region.”

The WEEDC and project partners, the Ontario Greenhouse Vegetable Growers Association and the Ontario Government, launched the ‘**Grown Right Here**’ buy- local campaign at the Downtown Windsor Farmer’s Market last September. It was through an Ontario Market Investment Fund grant, which was matched by the WEEDC that provided us with the exceptional opportunity to launch the ‘Grown Right Here’ brand and position Windsor-Essex as one of the most productive agricultural regions in North America. We look forward to continuing to educate consumers that by purchasing locally grown food, we can help strengthen the local economy, and have a better understanding of where our food comes from.”



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