

FOR IMMEDIATE RELEASE
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Windsor-Essex Tells Leaders Collaboration is Answer

Windsor and Essex County, Wednesday, February 9, 2011- The Board of Directors and staff of the WindsorEssex Economic Development Corporation (WEEDC) held a major public event today to officially launch the Five Year Regional Economic Roadmap based on extensive feedback collected over the last year from the residents of the Windsor-Essex region.

The process began on March 24, 2010 when leaders from across the region representing a strategic cross-section of regional economic sectors came together at the Stakeholder Engagement Session hosted by the WEEDC. Since that time, the WEEDC has been meeting with residents from all walks of life including business leaders, elected officials, community organizations, and concerned citizens.

Today, over 400 people attended the public event at Lakeshore Cinemas in Lakeshore, Ontario to hear the results of the year-long process which included the overwhelming message that enhancing collaboration is a top priority to those that call Windsor-Essex home.

Lindsay Boyd, Chairperson of the WEEDC Board of Directors said, "The Board and Staff are excited to be at this point - one foot on an exciting past and one foot on an exceptional future. Come out, and get involved! The overwhelming response in attendance today echoes what we have been hearing from stakeholders over the last year; **"the time is now"** for regional collaboration. It also demonstrates their commitment to collectively strengthen economic prosperity in the Windsor-Essex region. As we move forward to execute the plan it's important to know that this document represents thousands of fingerprints."

Ron Gaudet, President and CEO of the WEEDC added, "The plan unveiled today was written by the region and includes not only economic development but social, cultural and environmental development which is critical to our success. The WEEDC has accepted the role of regional catalyst. We look forward with enthusiasm to working with our many regional stakeholders to elevate Windsor-Essex to a new era of regional prosperity."

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