

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE
April 15th, 2011**

Windsor-Essex Gears Up for Top 7 Most Intelligent Community Celebrations

Windsor-Essex – Windsor-Essex has already earned a place of honour among the world's Top 7 Intelligent Communities. On April 18-19th, 2011 our community will be judged as the Intelligent Community Forum arrives in search of the #1 winner. Part of the evaluation criteria is our community's ability to celebrate our successes and raise awareness of the Intelligent Community initiatives world-wide. The University of Windsor's Centre for Smart Community Innovation is pleased to announce the following media opportunities immediately following each event:

Day One - April 18th, 2011

MAYOR & WARDEN'S BREAKFAST (Closed Session)

WHAT: This event will start the conversation that will be continued over the course of the two days and will celebrate the strength of our leadership and the powerful regional collaboration which has lead to an amazing pace of recovery.

WHO: Distinguished guests include: Mayor Francis; Warden Bain; Mayor Ken Antanya; Mayor John Paterson; Mayor Nelson Santos; Mayor Gary McNamara; Mayor Wayne Hurst; Mayor Ron McDermott; Ron Gaudet, CEO WindsorEssex Economic Development Corporation

WHERE: Willistead Manor, 1899 Niagara Street, Windsor ON

WHEN: Event: 7:00 – 8:00am
Media Briefing: 7:45am (On Time)
Media are invited to attend at the end of the meeting for photo and interview opportunities.

WINDSOR-DETROIT LUNCHEON (Closed Session)

WHAT: This event will highlight the unique relationship between the Windsor-Essex region and the City of Detroit. This conversation will be showcasing the successful joint endeavours in healthcare, education, tourism and economic development that have occurred due to the collaborative environment and robust infrastructure that exists.

WHO: Distinguished guests include: Mayor Francis; Warden Bain; Hon. Roy B. Norton, Consul General of Canada; Saul Green, Deputy Mayor of Detroit; Ed Wolking, EVP Detroit Chamber of Commerce; Lloyd Semple, Dean University of Detroit Mercy Law; Robert Ackerman, Dean Wayne State University Faculty of Law; Donald Snider, SVP Urban Economic Development MEDC; Dr. Allan Conway, Dean Odette School of Business; Nancy Cappola, Chief Development Officer Tech Town; Dr. Peter Frise, CEO Auto 21; Linda Smith, President Windsor & Essex Chamber of Commerce; Ron Gaudet, CEO WindsorEssex Economic Development Corporation

WHERE: Andiamo Riverfront, 400 Renaissance Center Detroit, MI

WHEN: Event: 12:00 – 1:30pm
Media Briefing: 1:15pm (On Time)
Media are invited to attend at the end of the meeting for photo and interview opportunities.

CELEBRATION OF INNOVATION (Open Session)

WHAT: Come learn about what being one of the World's Top 7 Most Intelligent Community means for Windsor and Essex County, and what global trends are as we work towards the goal of having a Smarter Planet. The evening will conclude with an afterglow reception that celebrates the innovation capacity of the region, with living exhibits from some of our leading-edge corporations and researchers.

WHO: Robert Bell, Co-founder of the Intelligent Community Forum; leaders from the City of Windsor, County of Essex, University of Windsor, & the WindsorEssex Economic Development Corporation; Windsor-Essex leading technology companies; and over 800 guests of the general public.

WHERE: St. Clair Centre for the Arts 201 Riverside Drive West Windsor, Ontario

WHEN: 7:45pm (Please ask for Lana Drouillard to be escorted to VIP media section.)
Media are invited to attend all of the events and festivities.

Day Two - April 19th, 2011

HEALTH & THE INTELLIGENT COMMUNITY BREAKFAST (Closed Session)

- WHAT: This event will provide an opportunity to showcase the successful endeavours in healthcare, life sciences and biotechnology that have occurred due to the collaborative environment and robust infrastructure that exists.
- WHO: Distinguished guests include: Mayor Francis; Warden Bain; Dr. Anne Snowdon, Associate Professor Management Science University of Windsor; Brian Bildfell, Chief Windsor-Essex EMS; Steve Bradie, CEO Green Shield Canada; Dr. Christopher Liciskai, Professor Schulich School of Medicine; Victor Neufeld, President & CEO Jamieson Laboratories; Shane Sebestyen, VP Quantum Technologies; Sue Williams, Assistant Director Teen Health Centre; Ron Gaudet, CEO WindsorEssex Economic Development Corporation
- WHERE: Hiram Walker Canadian Club Brand Centre 2072 Riverside Drive E. Windsor, Ontario Canada
- WHEN: Event: 7:00 – 8:30am
Media Briefing: 8:15am (On Time)
Media are invited to attend at the end of the meeting for photo and interview opportunities.

KNOWLEDGE WORKFORCE LUNCHEON (Closed Session)

- WHAT: This event will provide an opportunity to showcase the successful endeavours in healthcare, life sciences and biotechnology that have occurred due to the collaborative environment and robust infrastructure that exists.
- WHO: Distinguished guests include: Dr. Alan Wildeman, President University of Windsor; Dr. John Strasser, President St.Clair College; Donna Marentette, Executive Director Workforce Windsor Essex; John Ulicny, Superintendent WECDSEB; Helga Bailey, Chair GECDSB; Barry Holmes, President Windsor Public Library; Catherin Mastin, Director Art Gallery of Windsor; Ron Gaudet, CEO WindsorEssex Economic Development Corporation
- WHERE: Canadian Club Brand Centre 2072 Riverside Drive E. Windsor, Ontario Canada
- WHEN: Event: 12:00 – 1:30pm
Media Briefing: 1:15pm (On Time)
Media are invited to attend at the end of the meeting for photo and interview opportunities.

TOP 7 GALA CELEBRATION (Closed Session)

- WHAT: This event will be the grand finale to two successful days in support of the efforts to have our region named the Most Intelligent Community in the World! We have brainpower and I.T. that place us among the world's most impressive communities. But we also have something else, something that is equally important: a community spirit and a relentless drive to be the best, regardless of the challenges we face.
- WHO: Distinguished guests include: Mayor Francis; Warden Bain; Minister Papatello; Marty Beneteau, Editor Windsor Star; Karen Behune-Plunkett, President WEtech; Stuart Sutton, President Sylectus; Jimi Tjong, Technical Leader Ford Motor Company; Ron Gaudet, CEO WindsorEssex Economic Development Corporation
- WHERE: Viewpointe Estate Winery 151 County Road 50 East Harrow, Ontario Canada
- WHEN: Event: 6:30 – 10:00pm
Media Briefing: 6:15pm
Media are invited to attend at the beginning of the evening for photo and interview opportunities.

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