

MEDIA RELEASE

Wednesday, May 22, 2013

WindsorEssex Economic Development Corporation and the WE Prosper Youth Attraction and Retention Task Force Receives an Ontario Trillium Foundation Grant

Windsor-Essex County, Ontario, Wednesday, May 22, 2013 - Premier, Kathleen Wynne joined **Teresa Piruzza, MPP Windsor West and Minister of Children and Youth Services** along with representatives from the **Ontario Trillium Foundation (OTF)**, **WindsorEssex Economic Development Corporation** and partners **WE Prosper Youth Attraction & Retention Task Force** at the Windsor Accelerator today.

Premier Wynne announced an Ontario Trillium Foundation grant in support of the WE Explore Project in the Windsor-Essex region. The purpose of the WE Explore Project is to promote and support existing organizations serving young people and improve communication mechanisms for them to effectively engage within their communities in collaboration with policy makers, academia and local industry.

The Ontario Trillium grant will provide funding for up to 18 months to employ a full-time WE Explore Project Coordinator who will be aligned with the mandates of the lead organization the Economic Development Corp., and the WE Prosper Youth Attraction & Retention Task Force. There are numerous other organizations that will contribute to the WE Explore Project as members of the Youth Attraction Retention Task Force. (***These are listed on the attached backgrounder***)

"The lifestyle our region offers needs to be better shared with our youth and young professionals," suggested **MPP Teresa Piruzza**. "Retaining our youth is important to our Region's success."

Rakesh Naidu, Chief Operating Officer for the WindsorEssex Economic Development Corporation remarked, "We are so excited to have the support of the Ontario Trillium Foundation for this initiative that will allow us to reach out to our next generation of leaders and young professionals. The WindsorEssex Economic Development Corporation is positioning the region as a knowledge based economy and we need bright and young minds to meet the needs of the region. As the lead agency we look forward to working with our partners, the Youth Attraction and Retention Task Force, for the success of the WE Explore Pilot Project."

"This grant for the WE Explore Project is a great fit! By collaborating and communicating between existing organizations servicing our 'millennials' and community stakeholders is how we can increase awareness of opportunities and ultimately increase their engagement. We want our bright and creative minds to know, that we know who they are, what they need, and how much we need them to be a part of the assets of the region. On behalf of the WE Prosper Youth Attraction & Retention Task Force thank you to the Ontario Trillium Foundation for your support of this project." explained **Yvonne Pilon, Co-Chair of the Youth Attraction and Retention Task Force**.

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WindsorEssex Economic Development Corporation

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About the WindsorEssex Economic Development Corporation (WEEDC) - The WindsorEssex Economic Development Corp. is the lead economic development agency proudly representing Windsor-Essex, Ontario, Canada's fastest growing economy (Conference Board of Canada), one of the world's Top 7 most intelligent communities (Intelligent Community Forum) and FDI's 2013/14 Best FDI Strategy, Small City, Runner Up. Acting as a catalyst and network developer the Economic Development Corp. works to positively impact the region by providing services including business attraction, retention and expansion, small business and entrepreneurial development, and community development activities. For more information on previous awards please visit www.choosewindsor.essex.com/awards.