

Media Release
March 22, 2019

**WindsorEssex Economic Development Corporation
Launches Marketing Campaign to Brand the Region...Where Canada Begins**

Windsor-Essex Ontario, Canada - Friday, March 22, 2019 – A marketing campaign developed by the WindsorEssex Economic Development Corporation was launched today to promote the region throughout Ontario, Montreal and Winnipeg.

Partnering with the Toronto firm Perspective Marketing a 28-page tabloid titled **Your Future Starts. Where Canada Begins...Windsor-Essex, Ontario Canada**, was delivered as a special feature through the Globe and Mail newspaper, reaching a readership of over 400,000 readers.

This marketing initiative was developed to promote and brand the Region and highlights the many assets, career opportunities, the excellent quality of life as well as, promote the Region as a place where entrepreneurs and businesses can thrive.

To accomplish this, WE EDC leveraged the Where Canada Begins video series produced over the past year and featured the very talented residents and their companies within the tabloid. The articles include links to these videos and for recruitment purposes links to their company's career page.

"We feel confident that our strategy to use actual testimonials from people who live and work in the region and from individuals who have moved here were the best candidates to tell the Windsor-Essex story. We hear and read about their rewarding careers, opportunities in the Region and explain first-hand about the wonderful quality of life they enjoy here," said **Stephen MacKenzie, CEO of the WindsorEssex Economic Development Corporation**.

About the Marketing Tabloid- Perspective Windsor-Essex <http://perspective.ca/>

This marketing initiative with Perspective Marketing delivered through the Globe and Mail is a 28-page gloss promotional tabloid promoting the Windsor-Essex region to a readership of a minimum of 400,000 targeting executive-level readers and families across Ontario, Montreal and Winnipeg. A micro-site is developed by Perspective exclusively for the Windsor-Essex tabloid and Perspective receives up to 200,000 impressions the day the tabloid is published.

WE EDC will promote the videos and the tabloid through an extensive social media campaign. Copies of Perspective Windsor-Essex will be sent to all Canadian Embassy Trade Offices globally in US and Europe and Asia. Printed copies will be used as a marketing tool by departments of WE EDC and copies will be made available at conferences, trade shows, as well as other events throughout the year.

Links - Videos www.YouTube.com/WindsorEssex Windsor-Essex Tabloid [digital copy](#)

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