

FOR IMMEDIATE RELEASE:
September 19, 2017

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**WindsorEssex Small Business Centre Receives Excellence in Economic Development Award
from the International Economic Development Council**

WASHINGTON, DC (Sept. 19, 2017) – The WindsorEssex Small Business Centre won a Gold Excellence in Economic Development Award for its *Small Business E-Newsletter*, a project in the category of Newsletter/Newspaper of the International Economic Development Council (IEDC).

The honor was presented to **Sabrina DeMarco, Executive Director of the Small Business Centre** and **Natasha Marar, Business Advisor** at an awards ceremony on Tuesday, Sept. 19, during the IEDC Annual Conference, which was held Sept. 17 - 20, in Toronto, Ontario, Canada.

“On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to the WindsorEssex Small Business Centre. Not only did they work to provide a necessary service to their community; but also, their participation in the awards program sheds light on their stellar projects which other communities can now use as a benchmark.” - Michael Langley, FM, CEO of GREATER MSP, Minneapolis–St. Paul, MN, and 2017 IEDC Board Chair

The WindsorEssex Small Business Centre publishes a monthly e-newsletter capturing the latest news, events and business spotlights; distributed to clients, stakeholders and community. The e-newsletter builds brand awareness and expertise; while promoting and celebrating local and independent business. Readers receive a collection of news articles, program updates, event listings and positive regional small business stories. The highlight of each edition is the small business spotlight which profiles a unique business as the cover and features the person behind the scenes; their competitive advantage and personal perspective. This helps to celebrate and promote client businesses, serves as a source of inspiration and validates the Centre’s mission. The e-newsletter is a simple and cost-effective medium integrated within the overall marketing and communication strategy, enabling the Centre to celebrate small business, build loyalty and maintain regular contact with client businesses, funders, and the wider business community.

As a department of the WindsorEssex Economic Development Corporation, the Small Business Centre in partnership with the Ontario Ministry of Economic Development and Growth provides entrepreneurs with the support necessary to start and grow successful businesses. The Centre is a one-stop hub; providing professional advice and services from concept, through start-up and early growth stages of business.

“The awards process is a thorough, non-biased and multi-layered process. These are extraordinary accomplishments for all winners, and an overall great effort by all participants. We look forward to next year’s awards competition,” Langley said.

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC’s members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. Among many activities which benefit the economy, IEDC’s members create high-quality jobs and develop vibrant communities.
www.iedcONLINE.org.