

**FOR IMMEDIATE RELEASE**

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**CANADIAN ASSOCIATION OF MOLD MAKERS  
AND THE WINDSORESSEX ECONOMIC DEVELOPMENT CORPORATION  
ANNOUNCE FUNDING FROM ONTARIO'S RURAL ECONOMIC DEVELOPMENT (RED) PROGRAM**

**Windsor-Essex County, Ontario - Tuesday, February 27, 2018** - The **Canadian Association of Mold Makers (Camm)** and the **WindsorEssex Economic Development Corporation (WE EDC)** hosted a media conference today and announced receiving **\$100K in funding from Ontario's Rural Economic Development RED Program** as a result of a joint application to the **Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA)**. The media conference took place at **Crest Mold Technology** one of the many companies that will benefit from the RED Program funding.

It will allow Camm to present new opportunities to Canadian mold makers that support the industry in rural Ontario. Camm has partnered with Harbour Results Inc. (HRI) a consulting firm to deliver the programs. HRI is an analytics and consulting firm based out of Southfield, Michigan that focuses on improving North American manufacturing. **The project specifics were presented today by the firm explaining that Camm and HRI will coordinate leadership workforce development and productivity improvement assessments, and assist with market and business analysis, for up to 30 rural mold makers.** Funding in the amount of \$100K will offset the total project cost of \$200K over a one year period of time. This opportunity through Camm's funding partnership with the Ontario Government allows Canadian mold makers and service providers the opportunity to receive benchmarking analytics, strategic meetings, and market intelligence from HRI at a discounted rate. **Participating companies do not have to be Camm members.**

**Jonathon Azzopardi, Chairman Canadian Association of Mold Makers stated,** "The Canadian Association of Mold Makers (Camm) in collaboration with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), the WindsorEssex Economic Development Corporation and Harbour Results Inc. are excited to make this announcement. The funding that has been provided by OMAFRA through the RED program will support mold makers in rural Ontario who face several challenges that interfere with optimal growth and success. This program will secure the future of our organizations and increase the sophistication and expertise in formalized business strategies, marketing and sales development thereby increasing their ability to expand their organizations and hire more people.

"We are excited to collaborate with Camm, the Ministry and WE EDC to provide Canadian mold shops a tool to help improve business performance, develop leadership and ultimately expand their business generating additional jobs for the region," said **Laurie Harbour, President and CEO, Harbour Results, Inc.** "It's our company's mission to help small to medium manufacturers in North America increase their competitiveness, and the Harbour IQ Performance Program is a solution that can have a positive impact on the industry in Canada."

"As a long-time member of the Canadian Association of Mold Makers, Crest Mold applauds the leadership and vision demonstrated by both Camm and the Ontario Ministry of Agriculture, Food and Rural Affairs who together will provide much needed industry insights through the RED Program. Our rural mold shops will benefit greatly from resulting sector intelligence provided by Harbour Results. Although mold makers have proven capable of mastering technologies and competing on a global scale, analyzing data and international trends could be misinterpreted without this kind of external assistance.

Crest Mold also recognizes the continued support provided by the Windsor Essex Economic Development Corporation and expects this collaborated effort to assure continued business growth and associated high paying jobs created said," **Ed Bernard, Research & Development, Crest Mold Technology Inc.**

**Stephen MacKenzie, CEO of WindsorEssex Economic Development Corporation** added, "The WindsorEssex Economic Development Corporation was pleased to make this joint submission with CAMM to OMAFRA and successfully obtain RED funding that will benefit the rural tool, die and mold industry and help rural companies with business retention, expansion and ultimately the opportunity for further growth and prosperity."

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Background Information attached

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