



**MEDIA RELEASE**

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## **NORTH BAY RECOGNIZED FOR CREATIVITY**

The City of North Bay's Economic Development was honoured with a marketing award of excellence at the 58th Annual Economic Developers Council of Ontario (EDCO) President's Dinner. One hundred and twenty-nine award submissions were made for projects commencing in 2014 by communities from across the province and North Bay's community videos were recognized in the Technology and New Media category.

"It is a real privilege to honour such deserving communities like North Bay," stated Paul Finley, EDCO 2014 President. "Celebrating their achievements, and sharing their success helps promote a higher standard of excellence across the province, resulting in a greater Ontario."

This provincial award is the second received for this campaign; the Economic Development Department was recognized for the video series last fall at the federal Economic Developer's Association of Canada Awards.

"It is wonderful that North Bay has been recognized both provincially and nationally for this project. I'm pleased that we continue to find new and creative ways to share North Bay's business friendly message and showcase our beautiful City," said Mayor Al McDonald.

The Economic Development Department worked with local Patrick Gilbert Productions to create a series of videos showcasing North Bay and with the team at TWG Communications to promote the assets at North Bay Jack Garland Airport (YYB.ca).

"We are extremely pleased to have been chosen by EDCO for this Award" says Erin Richmond, Manager of the Economic Development Department. "It is a pleasure to work with such amazing local talent to promote the community."

### **Background:**

The videos showcase North Bay's industrial sector, people and community and the assets at North Bay Jack Garland Airport.

Videos can be seen online at [cityofnorthbay.ca](http://cityofnorthbay.ca)

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