



MEDIA RELEASE

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## NORTH BAY RECEIVES PROVINCIAL RECOGNITION

(NORTH BAY, ONT.) -- The Economic Developers Council of Ontario (EDCO) recently concluded its 62nd Annual Conference & Showcase announcing the recipients of the 2018 Awards of Excellence. EDCO's Awards of Excellence program aims to recognize and celebrate the outstanding work in economic development happening around the Province of Ontario.

This year, 98 submissions were received and evaluated by an expert panel of judges with experience in marketing, communications, tourism and industrial/commercial development. Communities were honoured for their economic development leadership with The City of North Bay winning the category *Special Events, 50,000 - 250,000 population* for the entry:

### ***Experience North Bay, Investment and Awareness Events during 2018 Ford World Women's Curling Championship***

***Experience North Bay*** was a joint initiative between the City's Economic Development Department, Invest North Bay Development Corporation, Tourism North Bay and the North Bay & District Chamber of Commerce together with Curling Canada and the support of various funding agencies. Investment attraction and awareness activities were planned in conjunction with last year's curling championships to capitalize on the significant exposure garnered from the event.

Tying investment and growth initiatives to a world class sporting event was a great way to attract interest and leverage community assets. We will continue to work with community partners to leverage the exposure garnered by future events.

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