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MEDIA RELEASE

Economic Developers Council of Ontario 2015 Marketing Excellence Awards

Toronto, Ontario - The Town of Minto had a big night at the Economic Developers Council of Ontario 2015 Marketing Excellence Awards held at the Toronto Marriott Downtown Eaton Centre. The Harriston Diggin' It campaign www.harristondiggin.it.ca won the Public-Private Partnership Award for the marketing and promotion campaign surrounding the reconstruction of Elora Street in Harriston in 2015. Mayor George Bridge was honoured with the Community Influencer of the Year for his on-going work for Minto and Wellington County in the area of economic development.

Led by Belinda Wick-Graham and in partnership with the Minto Chamber of Commerce, LaunchIt, downtown businesses, Triton Engineering, Wellington County and the contractor Moorefield Excavating, Harriston Diggin' It was a series of events and promotions supporting businesses and encouraging activity in the downtown during the months Elora Street was closed. The campaign included such things as a passport to savings, High Heels and Dirty Deals, and others. Our local media partners played a large role in the success of this campaign as well providing large amounts of in-kind advertising. Belinda Wick Graham explained: "It was a collaborative effort with the Downtown Committee, businesses, staff, media and contractors that made this project work. Everyone talked, worked out issues and came together to contribute to this award."

Mayor George Bridge was recognized for having a significant impact on his peers, the industry, his community and being an overall positive influence within economic development. In his second term as Mayor and second year as Wellington County Warden, George Bridge has championed community development for years having worked with downtown associations and community groups before his municipal roles. He championed the creation of a Wellington County Economic Development Department, and supported cooperation between government, businesses and regions. He recently added work with the Western Warden's Caucus to his resume. Mayor Bridge stated "I am thankful for the award and appreciate the support I have from family, colleagues, staff and the community". Mayor Bridge's wife Sue and his daughter Amy were on hand for the presentation.

The annual EDCO conference is an opportunity for the economic development profession to gain insight into new trends and recognize the previous years' work. Over 115 submissions were received for the 2015 EDCO awards.



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