



PALLISER

ECONOMIC PARTNERSHIP

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## FOR IMMEDIATE RELEASE

### PALLISER ECONOMIC PARTNERSHIP website wins 2011 Canada Marketing Award

The PALLISER ECONOMIC PARTNERSHIP'S new website ([www.palliseralberta.com](http://www.palliseralberta.com)) has just won the 2011 MARKETING CANADA AWARD IN ECONOMIC DEVELOPMENT.

The Marketing Canada Award is managed by the ECONOMIC DEVELOPERS ASSOCIATION OF CANADA (EDAC) ([www.edac.ca](http://www.edac.ca)) and recognizes communities that demonstrate excellence in marketing. The PALLISER ECONOMIC PARTNERSHIP (PEP) won in the Digital Media/Website category.

"We needed a site that could help us promote our assets to the world and build pride here at home," says Alan Hyland, Chairman-PALLISER ECONOMIC PARTNERSHIP. "The challenge was to compress an enormous amount of information into a format that was attractive and easy to use." The site was created by Taiji Brand Group, experts in placebranding and originators of PlaceBrand.ca - an international brand resource for neighbourhoods, towns, cities, regions and economic clusters.

PALLISER ECONOMIC PARTNERSHIP ABOUT | STAFF | BOARD | PARTNERS | INITIATIVES | CONTACT

PEPnet LOGIN  
EVENTS  
MEDIA CENTRE  
QUICKFIND  
SEARCH

PALLISER  
ALBERTA SOUTHEAST

Write your own story here.

I am

- An Investor  
Interested in locating a business in Palliser
- A Newcomer  
Interested in living, working or studying in Palliser
- An Entrepreneur  
Interested in starting or expanding a business
- A Resident  
Interested in learning more about our future
- A Partner  
Interested in keeping current on initiatives

LOCATION | MAPS | PAST | FUTURE | COMMUNITIES | ECONOMY | QUALITY OF LIFE | PEOPLE

Big sky. Endless opportunities. Palliser Alberta Southeast is all about wide-open spaces and vast opportunities. Our resource-rich landscape offers untapped earning potential and our affordable communities are infinitely welcoming. You won't find a better business climate or a friendlier, safer, place to live. And, we're even the sunniest place in Canada. We're forging a new economic landscape in southeast Alberta— why not come join us?

» Welcome to Palliser

» Top 10 reasons to be here



The site’s clean layout and structure make it easy for users to drill down to exactly the information they are looking for, whether they’re an investor, newcomer, entrepreneur, resident and partner. “This is one of the most comprehensive economic development websites in Canada,” explains Taiji Brand Group principal Caroll Taiji, “and at the same time it is probably one of the easiest to use and navigate. Users can find what they need – and bypass what they don’t, super fast.”

The Palliser Alberta website ([www.palliseralberta.com](http://www.palliseralberta.com)) offers something for everyone. Investors can access up-to-date business planning data and information about economic cluster opportunities. Entrepreneurs can tap into business assistance programs and download brand tools to use in promotion. New Canadians can find jobs, and learn about the schools and weather of the region. And residents and partners can get engaged in ongoing visioning and brand-building exercises.

“The value of our new website is clear, “summarizes PEP Executive Director Walter Valentini”. “It is proving to be a vital tool that brings us together internally, and puts us on the map externally to prospective businesses and investors around the globe.”

The **PALLISER ECONOMIC PARTNERSHIP** ([www.palliseralberta.com](http://www.palliseralberta.com)) is a regional alliance of communities and agencies in Alberta Southeast that work together to enhance the area's economic well being. Founded in 2000, **PALLISER ECONOMIC PARTNERSHIP** includes representatives from the region's 21 municipalities, who in turn represent a combined population of over 112,000.

- 30 -

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