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## **BRAMPTON ECONOMIC DEVELOPMENT TOPS IN PROVINCE**

BRAMPTON, ON: The City of Brampton won three top honours at this year's Ontario Economic Development Awards. The awards recognize municipalities for their efforts in promoting their communities as economic investment opportunities and for tourism.

The City of Brampton's Economic Development Office was awarded top prize for its "**Everything Brampton**" Lure Brochure, and walked away as the winner for the **Brampton Where?** advertising campaign.

The City also was a finalist and received an Award of Merit for its **City of Brampton Brand Development** project

Over 130 entries were judged by an expert panel. Submissions covered everything from promotional brochures to infrastructure development projects. The awards were handed out on February 4<sup>th</sup> at the Annual Conference of the Economic Developers Council of Ontario (EDCO) held at the Toronto Marriott Eaton Centre Hotel.

"I was so pleased and proud to be present at the awards ceremony to see our staff along with M5, our marketing agency of record, be selected among such a high caliber of competition," stated Regional Councillor Elaine Moore, Chair of the City's Business Development and Marketing Advisory Team. "These awards acknowledge the City of Brampton's effectiveness and leadership in our economic development efforts."

EDCO is the country's largest provincial economic development association that offers this program as well as professional development opportunities throughout the year. Membership is close to 600 that come from the private and public sector.

**About Brampton:** The 11th largest city in Canada, Brampton has a successful, well-diversified economy and is home to more than 8,200 businesses. The City continues to retain a Triple 'A' credit rating by Standard & Poor for the third consecutive year, reflecting its debt-free position, exceptional liquidity levels and excellent economy. The City's 2010 operating budget is \$408.2 million with a capital budget of \$241.4 million. Brampton celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak over 70 different languages. Offering more than 6,000 acres of parkland, Brampton takes pride in being the Flower City of Canada and won the 2008 International Communities in Bloom competition. It is also the first city in the GTA and one of only 10 in North America to have been designated as an International Safe Community by the World Health Organization. For more information visit [www.brampton.ca](http://www.brampton.ca)

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