



GROWTH Alberta
Your Business. Our Future.

t 780.674.3140 f 780.674.2777 www.growthalberta.com

5306 - 49 Street, Barrhead, AB T7N 1N5

For Immediate Release

April 23, 2009

Tourism Development Meeting Tour

BARRHEAD, Alberta, April 23, 2009 — GROWTH Alberta, North Central Alberta's Regional Economic Development Alliance (REDA), is on the look-out for people passionate about tourism in our region. Are you a tourism operator? Would you or your business benefit from increased tourism in our communities?

GROWTH Alberta will be hosting a number of meetings throughout the region early next month in order to gather together individuals interested in promoting tourism within our region.

Because of our relative proximity to Edmonton, day trips to experience our rural region and its unique attractions and events are within reach for a very large audience. GROWTH Alberta has a number of activities planned for the coming year designed to assist and improve the tourism industry in our region, and attract new visitors from the Greater Edmonton region.

First, the REDA will be creating a distinctive online tourism tool that will allow the user to plan their tour of the region. The purpose of our meeting tour in May will be to get feedback from the community to ensure that this new online tool is as useful as possible for the region.

A later stage of the project will involve offering education sessions to develop new skills for operators in our tourism industry. These education sessions will also provide an overview of partnering and packaging opportunities.

Finally, GROWTH Alberta will be leading a major marketing push to attract new visitors to our region for the Summer 2010 tourism season.

All are welcome to come be a part of creating something new and exciting for our region!

May 11, 2009

Whitecourt 10-11 am @ the Forest Interpretive Centre (3002 - 33 Street)

Swan Hills 1-2 pm @ the Town of Swan Hills Board Room (5536 Main Street)

Barrhead 3:30-4:30 pm @ County of Barrhead Council Chambers (5306 - 49 Street)

Ft. Assiniboine 7-8 pm @ the Woodlands County Office

May 12, 2009

Thorhild 1-2 pm @ the County of Thorhild Council Chambers (801 - 1 Street)

Westlock 3-4 pm @ the Town of Westlock Council Chambers (10003 - 106 Street)



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About GROWTH Alberta

The Grizzly Regional Economic Alliance Society (GROWTH Alberta) is a Regional Economic Development Alliance (REDA) consisting of eight municipalities, two school boards, and four support agencies in North Central Alberta. GROWTH Alberta was established in 2001 and incorporated as a not for profit society in September 2002 to provide economic development support and promotion for its member communities. GROWTH Alberta works in partnership with its members, their local businesses, and the provincial government to address the economic challenges that face the region.

More at www.growthalberta.com

About Regional Economic Development Alliances

Alberta's Regional Economic Development Alliances (REDAs) developed out of a need to stimulate long-term economic development and growth strategies in Alberta's rural and urban communities.

Each of the thirteen REDAs in Alberta is a strong partnership of communities and other supporting stakeholders that undertakes various initiatives to enable sustainable economic development for their respective regions.

More at www.albertacanada.com/regionaldev

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