



Media Release – June 22, 2016

Imagine Kootenay Wins Top Honours in BC

Imagine Kootenay (IK) was awarded the top honour for marketing and innovation in the province last week by the BC Economic Development Association.

The IK partnership and imaginekootenay.com website was recognized for their website and program branding work at the BC Economic Development Association Summit in Vancouver on June 15th, 2016. Imagine Kootenay competed as a regional program in the category of ‘populations over 20,000’ and was up against projects coming out of the lower mainland and other urban centres.

“With so many amazing and innovative initiatives happening across the province, we knew we would be up against some stiff competition,” said Jessica Fairhart, Program Manager for Imagine Kootenay. “That made it feel even more amazing when we heard our name called and were able to share this win with our partners in the room”.

The BC Economic Development Association’s Awards recognizes the Province’s best economic development marketing materials; programs and partnerships. These prestigious awards honour organizations and/or individuals for their efforts in creating positive change in urban, suburban, and rural communities.

“It continues to amaze me the incredible efforts put forward by communities and economic development professionals to ensure strong local economies. This awards program continues to generate keen interest amongst economic developers and communities across the province.” said Dale Wheeldon, President and CEO, BCEDA. “It is very evident that many communities, regions and partners are implementing creative and bold strategies to encourage economic growth”.

Beyond just good design, the Imagine Kootenay website and partnership has been recognized as a best practice in the province of BC. The Imagine Kootenay website brought together the work of two successful programs – Invest Kootenay and Work



West Kootenay – and created a single hub of information targeted at people relocating to the Kootenays. The website highlights employment opportunities, businesses for sale, and the many lifestyle benefits unique to the Kootenays.

"We have an amazing team of partners and staff who worked incredibly hard to develop the Imagine Kootenay brand and website, and this award tells us that what we're doing is effective," said Fairhart.

The Imagine Kootenay partnership is administered by Community Futures Central Kootenay, with website and brand development by KIMBO Designs.

To learn more, go to <http://imaginekootenay.com/>.

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Media Contacts:

Jessica Fairhart
Program Manager, Imagine Kootenay
250-270-0037
jessica@imaginekootenay.com

Lisa Cannady
Coordinator, Imagine Kootenay
250-352-1933
lisa@imaginekootenay.com

Press Photo: attached

Cutline: Imagine Kootenay staff and partners proudly display their Marketing Innovation award at the BC Economic Development Association Summit in Vancouver.

Pictured from R to L are: Cynthia Des Brisay, (Fortis BC), Andrea Wilkey (Community Futures Central Kootenay), Jessica Fairhart (Imagine Kootenay), Lisa Cannady (Imagine Kootenay), Terry Van Horn (Lower Columbia Initiatives Corporation), Kate Zanon (Chair, BCEDA), Gerri Brightwell (Ministry of Jobs, Tourism & Skills Training), Kevin Wilson (City of Kimberley), Wendy McCulloch (Community Futures Boundary), Kevin Cormack (City of Nelson).