

For Immediate Release

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Economic Development Lethbridge to highlight new 4-Year Business Plan as part of International Economic Development Week

Lethbridge, AB... Economic Development Lethbridge (EDL) is hoping to raise awareness of priorities noted in the organization's new [4-year business plan](#) as part of International Economic Development Week running May 8th through 12th. Started in 2016 by the International Economic Development Council (IEDC) #EconDevWeek is a way for economic development organizations around the world to highlight and celebrate the work they do. Some of the goals of the weeklong celebration are to voice the value of economic development organizations in contributing to building local economies, build support for economic development initiatives, emphasize the importance of economic development on a local, national and international level and increase exposure of the work being done by economic development organizations.

"International Economic Development Week is a great way for the staff at EDL to take a step back and celebrate their accomplishments over recent years and also put forth some of the exciting new priorities we've laid out in our new business plan," says Economic Development Lethbridge Board President, Adriana Mercader. "This week is meant to highlight how EDL locally, and economic development organizations around the world contribute to the health of their communities. It's not just about growing the economy; it's celebrating collaboration and creating a sense of belonging for residents which ultimately helps municipalities prosper in numerous ways."

The City of Lethbridge will help kick-off the weeklong celebration by lighting up City Hall Monday evening with the Economic Developers Alberta (EDA) colours of red, green and blue. EDL was recognized last month by the Economic Developers Alberta at their annual conference with 3 Awards of Excellence.

- ***RWEIT (Rural Women Entrepreneurs in Technology) - Regional Collaboration/Partnership – Large Community or Region***
- ***SouthGrow Regional Initiative SAITI (Southern Alberta Investment and Trade Initiative) Global Marketing Awareness Campaign – Marketing for Economic Development Outcomes – Large Community or Region (EDL is a partner in SAITI)***
- ***Trevor Lewington, CEO, Economic Development Lethbridge – President's Award***

EDL will help spread the messaging of International Economic Development Week through their social media channels and encourage other organizations in the community to do the same by using #EconDevWeek hashtag.

"I always use the phrase that economic development is a team sport, and the best outcomes are usually through support and collaboration from our community partners, stakeholders and Board of Directors. This is a week where we can say thanks to them and let our community know about some of the work we're doing to help Lethbridge and our region," says Trevor Lewington, CEO, Economic Development Lethbridge. "The next 4 years are going to be busier than ever as we look for new opportunities to elevate our city and region provincially, as well as across Canada and the world. Southern Alberta has so much potential and it's initiatives like Economic Development Week that allow us to showcase why Lethbridge is a bright choice for not only economic development initiatives but so much more."

Click the link for more details on [International Economic Development Week](#)

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