
For Immediate Release

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Economic Development Week Set to Kick Off May 9

Lethbridge, AB...Monday May 9th through Friday May 13th is Economic Development Week across North America. The 5-day celebration, launched in 2016 by the International Economic Development Council, is meant to increase awareness of local programs that create jobs, advance career development opportunities, and improve the quality of life in communities everywhere. Over the past 3 years there have been over 450 Economic Development Week campaigns, which ran in all 50 US States and most Canadian Provinces and Territories.

The 4 goals of #EconDevWeek22 include:

- **Articulate** – voicing the value of economic development organizations and contributions to the local economy.
- **Organize** – building a support base within the community for the work of economic development organizations.
- **Show & Tell** – emphasizing the importance of economic development through tangible examples and peer case studies.
- **Amplify** – spreading Economic Development Lethbridge's (EDL) message and increasing exposure of all the good work accomplished throughout the year.

“Economic Development Week is a fantastic way to recognize the hard work and numerous projects Economic Development Lethbridge has accomplished over the past year. It's also a great opportunity to thank the EDL team, Board of Directors and partners who all contribute to the continued growth of both our city and region,” commented EDL Board Chair Kevin Brees. “One major accomplishment over the past year, was EDL's return on investment to our region. Returning \$475 of direct economic impact for every \$1 of funding received from the City of Lethbridge is truly remarkable and achieving this while working through a global pandemic and numerous disruptions that affected Southern Alberta.”

This year EDL will be highlighting some of the projects and partners they work with on a regular basis with a series of videos on their social media channels. These videos will highlight the importance of collaboration with other organizations in the area and explain how economic development plays a key role in their success.

“Much of the success we realize at EDL is from the strong partnerships we've cultivated over the years. We know that the best way for our city to succeed is with collaboration from like-minded individuals and organizations from across the whole region,” says Trevor Lewington, CEO, Economic Development Lethbridge. “Economic Development Week puts a spotlight on how important many of the initiatives undertaken by EDO's (economic development organizations) benefit not only industry and economic growth, but also residents of that community. A healthy, diverse economy adds to an individual's quality of life in many ways.”



Economic Development Week comes off the heels of a very successful Economic Developers Alberta Xperience 2022 Conference held in person and virtually last month. The 3-day event held April 6 through 8 in Kananaskis had over 470 delegates attend and over 100 speakers present to economic development professionals, stakeholders, and government officials. Topics included Rural Immigration, Stakeholder Engagement, Economic Development best practices, Film & Television as an economic driver and panels discussing Alberta's Future Sector Opportunities. Sectors included Agriculture & Agri-food, Energy, Life Sciences, Health & Biotech, Technology & Digital Transformation, Aviation Transportation & Logistics and Tourism.

Partners, Businesses, and Industry are also encouraged to partake in Economic Development Week 2022 by sharing their own economic related success stories and using the hashtag #EconDevWeek22 in any economic development marketing. You can click on [Economic Development Week](#) to find out more.

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