



Press Release

**LCIC WINS 2015 BCEDA SALES AND MARKETING INITIATIVE
AWARD CONTINUING TO SHOWCASE A THRIVING COMMUNITY**

Lower Columbia, BC, Canada – May 4, 2015 – The Lower Columbia Region is thriving! The most recent statistic in a series of published metrics highlighting our thriving economy is a little different this month. The Lower Columbia Initiatives Corporation (LCIC) is pleased to announce that the Thriving Communities metrics took home the 2015 Economic Development Marketing Initiatives Award (for population less than 20,000) at the BC Economic Development Association (BCEDA) awards banquet. We figured the best way to showcase this would be to make a ‘Thriving Communities’ metric out of it!

This year’s BCEDA Summit was focused on the innovators and the leaders who strive to create strategies to achieve new levels of economic growth and prosperity. Winning the Marketing Initiatives award recognizes the LCIC as a forward-looking, strategic leader in Economic Development making the most of our community's potential. BCEDA will be hosting “How Did They Do That” webinars in June, where BC Economic Development Award winners, including the LCIC, will share their stories on the development of these award-winning initiatives; keep your eye out for our region’s story!

Terry Van Horn, Economic Development Officer for the LCIC commented, “It was a fantastic surprise to win this provincial award. To be recognized by your colleagues from the industry is truly validation and affirmation in what we are trying to accomplish. To have this attention focused on our region as a direct result of publishing these positive economic statistics really shows the metrics are increasing awareness of our region. It is so important that the Lower Columbia continues to be showcased in such a positive light and why we will continue to publish these metrics.”

Kathleen Jackson of the LCIC was there to accept the award and states “It was so exciting to be there and feel the enthusiasm from everyone about this initiative and what we are trying to achieve in showcasing how our region is “Thriving” and sharing these metrics with our residents. I was proud to accept the award on behalf of the LCIC.”

The LCIC is extremely thankful to the community for their participation in this initiative. We ask that you continue to showcase our dynamic economy and build confidence in our residents by sharing the metric via social media, word of mouth, or through newsletters such as the Chamber of Commerce or LCIC. Download the metric at <http://www.lcic.ca/site-metrics-widget/> or follow the LCIC on Facebook/Twitter to watch for the changing Thriving Communities news!



ABOUT LCIC

The LCIC strives to develop a creative, dynamic and competitive business environment that fosters economic growth. The LCIC works collaboratively with the communities in the Lower Columbia region, local agencies, organizations and businesses to develop and implement strategies that will assist in strengthening our local economy.

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