

# Champions WELLAND LEADING THE WAY

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PRESS RELEASE



## MADE IN WELLAND – AWARD WINNING CHAMPIONS

*The City of Welland wins 2010 Digital Media Website Marketing Canada Award for its Made in Welland website at the recent EDAC-ACDE conference in Quebec City.*

The 2010 Economic Developers Association of Canada (EDAC) conference showcased the work of municipalities and marketing organizations across Canada and the City of Welland's Manager of Economic Development, Dan Degazio, is pleased that the City was recognized for its new campaign. "Welland is proud to be recognized for the work that has been done to celebrate "Made in Welland". This campaign is the very foundation for how Welland has re-invented who we are and how we move toward continued growth and development", said Degazio.

The Made in Welland campaign was launched June 2<sup>nd</sup> in Toronto for Economic Development and celebrates the people and successes that have come from Welland. Part of the brand culture that has been developed highlighted Champions from Welland. Included in the lineup were former Welland residents Anthony Lacavera, Chairman of Globalive, Sophia Aggelonitis, Minister of Consumer Services, Terry Leon, President and CEO of Leon's Furniture Ltd., and Paul Beeston, President and CEO of the Toronto Blue Jays. The group talked about their roots in Welland, the determination of the people to make things happen and their pride in what is "Made in Welland". As champions they are shining examples of the diversity and strength that is a part of Welland's heritage and will become the base for future development. "There is no better place to do business than in Welland", says Terry Leon, President of Leon's Furniture.

"It's a part of the ongoing vision for the City of Welland that we have positioned to become a Centre of Innovation that Champions taking our City forward", says Mayor Goulbourne.

September also marked the launch of the "We Champion" brand for Welland with a presentation at City Council followed by presentations to staff that overviewed Welland's opportunities and successes and complements the "Made in Welland" initiative.

Residents and businesses alike are invited to submit their own success stories to [www.welland.ca/wechampion](http://www.welland.ca/wechampion)

- 30 -

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