



MEDIA RELEASE

SOUTHGROW ANNOUNCES FOURTH ANNUAL CELEBRATING OPPORTUNITIES AWARDS...

Lethbridge, January 5, 2011. SouthGrow Regional Initiative is pleased to announce that its fourth annual "Celebration of Creating Opportunities ..." awards Ceremony will be held on January 12th, 2011 at the Lethbridge Lodge Hotel. The annual awards ceremony recognizes success and rewards the efforts made towards developing the local and regional economies. SouthGrow Regional Initiative will be honoring organizations/agencies/municipalities/businesses through these prestigious awards. This year's Ceremony features awards in four different categories:

- Excellence in Investment/Business Attraction
- Excellence in Business Retention/Growth/Expansion
- Excellence in Collaboration/Partnership
- Excellence in Innovation

Nominations for the awards were received from October 4th to November 22nd, 2010 and a team of three judges, reviewed all submissions and made the final decisions in each category. In addition to receiving a special award from business within the area, the top two nominees in each category will be featured as SouthGrow's "Success Stories" and will be included on the website as well as in the investment attraction packages as part of SouthGrow's marketing campaign positioning the area as an excellent place to live and do business.

Recipients of Awards of Excellence from past Recognition Events have included:

*Agri Tech Manufacturing
Adora Kitchens
B & B Ag Service
Town of Coaldale
Economic Development Lethbridge
Frontier Western Shop
Lethbridge College
Oldman River Regional Services Commission
Picture Butte Pharmacy
Sudo Farms Ltd.
Taber Chamber of Commerce*

*Alberta Birds of Prey Foundation
Blood Tribe Economic Development
Village of Champion
Community Futures Chinook
Edwards Group
Horizon School Division #67
Lomond Multi-Purpose Complex
Phillips Fertilizer
Village of Nobleford
Town of Taber*

For event tickets or additional information, please contact the SouthGrow Regional Initiative Office at 403-381-5414 or visit their website at www.southgrow.com.

For more information, contact:

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