MEDIA RELEASE

SOUTHGROW ANNOUNCES 2011 ANNUAL CELEBRATING OPPORTUNITIES… AWARD WINNERS

Lethbridge, January 13, 2011. SouthGrow Regional Initiative held its ñ*Celebration of Creating Opportunities…"* Awards on Wednesday, January 12, 2011. The fourth annual ceremony was held in an effort to recognize the success and reward the efforts made towards developing the local and regional economies. The following SouthGrow Regional Initiative organizations/agencies/municipalities and businesses were honored at the *"Celebration of Creating Opportunities…"*Awards.

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Category: Excellence in Business Retention/Growth/Expansion
Award of Excellence ï Aspen Crossing ï Mossleigh
Award of Recognition ï Coaldale Food Market, Coaldale

Category: Excellence in Innovation
Award of Excellence ï Iunctus Geomatics Corp., Lethbridge
Award of Recognition ï Town of Taber Emergency Response System

Category: Excellence in Collaboration / Partnership
Award of Excellence ï Warner Hockey School, Horizon School Division, and Village of Warner
Award of Recognition ï Emergency Services Building ï Town of Vulcan and Vulcan County

Category: Excellence in Investment / Business Attraction
Award of Excellence ï Village of Nobleford

In addition to receiving a special ñSouthGrowN Awardò, the top nominees in each category will be featured as SouthGrowôs Success Storiesò and will be included on the website as well as in the investment attraction packages as part of SouthGrowôs marketing campaign positioning the area as an excellent place to live and do business. Congratulations to all the nominees and awards recipients.

"This event recognizes those who strive to build our region. It applauds the efforts of economic development initiatives, no matter the size", says Sandra Nelson, SouthGrow Chair.

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