



## MEDIA RELEASE

### **SOUTHGROW MOVES FORWARD**

**Lethbridge, April 29, 2011** – SouthGrow Regional Initiative’s Management Board and Committees met April 27, 2011 to decide on a 2011-2012 plan for the regional economic development alliance. The member representatives in attendance unanimously voted to move forward and continue SouthGrow’s commitment to assist communities, organizations, businesses and people in the region to further their economic development goals and to promote growth opportunities. Project emphasis for the next year will be on the sustainability of the member communities, alternative energy and productivity. With this work, SouthGrow intends to continue with its mission to accelerate and enhance quality of life, development and sustainability for the communities of the SouthGrow region of Alberta.

The Management Board and Committees discussed the implications of Alberta Finance and Enterprise’s (AFE) announcement on February 4 that the department has restructured the way it works to help strengthen regional economies throughout the province, specifically as it relates to the way it assists Regional Economic Development Alliances (REDAs). “SouthGrow is certainly impacted by AFE’s reduction in advisory services and change in funding formula. However, we have received support from the majority of our member communities to continue our regional economic development efforts and focus on priority projects which will benefit our member communities”, notes Chair Sandra Nelson. “We are working with one of our MLAs to provide information pertaining to the impact of the changes to Minister Lloyd Snelgrove. Over the next year, we will continue to proactively communicate with our MLAs and the Minister, and work with the other 12 REDAs in the province all together so that we can collectively emphasize the importance of sustainable regional economic development alliances as a means to diversifying Alberta’s economy and creating more stable economic growth.”

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