

FOR IMMEDIATE RELEASE

NEDC to Host Live ‘Niagara Original’ Webinars in November

Multi-media webinars will inform attendees of the Niagara Original brand platform, and how local businesses and community groups can utilize it.

November 8, 2010

The Niagara Economic Development Corporation (NEDC) is pleased to announce it will be hosting three 1-hour webinars to educate local businesses and community groups on Niagara’s award-winning brand platform “Niagara Original”. The webinars mark the Brand’s 2nd year anniversary and will be held on Wednesday, November 17 (3-4pm) and Thursday, November 18 (9-10am and 3-4pm).

These unique multi-media webinars will give attendees a complete overview of what the Niagara Original brand is, how it can be used in their organization, examples of usage and what it means for Niagara as a community. Components such as polls and a virtual Q & A session will add an interactive element to the live webinars. Each of the three webinars will feature the same core presentation so that attendees can choose a webinar time that works best for their schedule.

“Building a successful brand requires education and a long-term commitment. These webinars –a first for the Brand—are one way which we are reaching out to the community at large to inform them of the exciting and valuable aspects of the Niagara Original brand,” stated Guy Graveline, Director of Marketing and Economic Development at NEDC.

“The Niagara brand allows us an opportunity to showcase all of the positive things about Niagara and present it in an expansive and compelling way. The more of us that use it, the better chance we’ll have to break through the clutter and differentiate ourselves as a destination of choice.”

To register for a Niagara Original Webinar attendees must visit www.niagaraoriginal.com/webinars and fill out the GoToWebinar® online registration form. The webinars are 1 hour in length. They are free and open to everyone; however space is limited to 100 attendees per webinar. Deadline for registration is Tuesday, November 16.

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Niagara Original is... the positioning and design platform upon which Niagara will express its unique story to the world. The Niagara Original brand was launched in November 2008 after a need to develop a stronger branding position for Niagara was identified as a priority item in Niagara’s Economic Growth Strategy. Since its launch there has been substantial progress in adoption and usage. The Brand has also garnered significant profile beyond the region’s borders. NEDC won two prestigious awards for the Niagara Original brand: A Marketing Canada Award from the Economic Developers Association of Canada as well as an Award of Excellence from Economic Developers Council of Ontario.

To learn more about the Niagara Original brand and Niagara Economic Development Corporation visit:

www.niagaraoriginal.com

www.niagaracanada.com

For more information please contact Guy Graveline at 905-685-1308 ext. 3333 or email at ggraveline@niagaracanada.com