

From: Shannon Tartaglia [shannon.tartaglia@cord.bc.ca]
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To: Bobbi Harder
Subject: FW: EDC Press Release: Kelowna Promotional Video Released by Economic Development Commission

From: Shannon Tartaglia
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Subject: EDC Press Release: Kelowna Promotional Video Released by Economic Development Commission

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FOR IMMEDIATE RELEASE

KELOWNA, BC A new promotional video designed to attract people to live and work in Kelowna and the Okanagan Valley has been developed by the Economic Development Commission. The Experience Kelowna videos will be one of the Commission's most important tools for attracting workers and promoting investment opportunities in the Valley.

The video, produced by Ascent Films Inc. of Kelowna, is available in a two and a four-minute format. A high definition version of the video will run throughout the day at the arrivals area at Kelowna International Airport.

The four-minute version includes comments from representatives of successful Okanagan companies and will be shown nationally and internationally to attract investors, businesses and residents to the Central Okanagan. The business leaders interviewed explain why their companies are located here and the advantages of working in the Okanagan, says EDC Chair Ross Langford. At this time when we are experiencing a shortage of skilled workers, there's a clear message that a wide range of work opportunities are available.

Both versions of the video can be downloaded from the EDC's website by local businesses to use in their own recruitment strategies and general marketing. To view and download the Experience Kelowna videos, go to <http://www.investkelowna.com/downloads/index.htm>, and scroll to the bottom of the page.

Contact:

Robert Fine: (250) 469-6280 or (250) 470-7892