



MEDIA RELEASE

“MADE IN WELLAND” Showcased in Toronto



For Immediate Release – June 30, 2010 – 11:00 a.m.

Welland – Building on the successful June 2, 2010 launch of its “**MADE IN WELLAND**” marketing campaign, the City of Welland can once again be found in the heart of the Toronto business district promoting its opportunities to potential investors. This time with video footage of the Champions of the **MADE IN WELLAND** campaign – Paul Beeston, Anthony Lacavera and Terry Leon – promoting Welland on two highway video billboards entering Toronto: one on the Gardiner Expressway and the other on Highway 401.

“Following our June 2nd event, we were presented with a very exciting proposal to amplify our **MADE IN WELLAND** message and to build on the momentum and interest we have generated in the Greater Toronto Marketing Area. So, for the months of July and August – and for a very reasonable price – our message will be seen by tens of thousands of motorists every hour”, said Dan Degazio, Welland’s Manager of Economic Development.

The message runs for 15 seconds, ten times every hour for almost 27,000 ads at the two locations over the course of the two months and has a combined audience of over six million viewers per month. The locations of the billboard ads are across from the Canadian National Exhibition and Ontario Place on the north side of the Gardiner Expressway and at the Weston Road interchange (Royal York and Eglinton area) of Highway 401.

The video is framed with the **MADE IN WELLAND** message continually showing on the images with pictures of our Champions (Beeston, Lacavera and Leon) intermingled with highlights of products made in Welland such as LED lights by CRS, Indexable Cutting Tools, and expansions at Niagara College, while also promoting Welland’s flatwater sports, Much Music sensation Street Pharmacy, and then closing with shots of the 2010 Illuminaqua event series.

“We are trying to reinforce our competitive advantage, innovation, strategic location, supportive business environment, and quality of life reasons for why your company should be made in Welland”, emphasized Degazio.

The City’s new campaign message can also be viewed on the Welland’s new micro site www.madeinwelland.ca.

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