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FOR IMMEDIATE RELEASE

## **NEWS RELEASE: OFFICIAL LAUNCH**

The Municipality of West Nipissing will be implementing a local economic development project early this fall, according to Monique Hébert, the project's local Coordinator.

The Business Retention and expansion (BR+E) project will be sponsored by the West Nipissing Economic Development Authority, Economic Partners Sudbury East/West Nipissing, the West Nipissing Chamber of Commerce and the Province of Ontario.

“The project will improve relationships with the business community; it will increase jobs and enhance community wealth. The BR+E program is a fantastic tool, especially for small Northern Ontario communities and we are very excited to start this process.” said John Candie, Manager of Economic Partners Sudbury East / West Nipissing.

The main objective of the BR+E project is to assist existing businesses within the community to become more competitive, according to Dominique Marleau a BR+E Ontario Consultant, who is providing guidance to the project. According to Dominique, helping businesses become more competitive increases the chances of those businesses staying in the community; hence, the name of the project.

To assist existing businesses, a number of volunteers, who will be selectively recruited and briefed about the project during the next several months, will visit about a number of local businesses to gather information. The volunteers will use a survey to identify, among other items, the businesses' needs, concerns, and criticisms about the community. A local Task Force of community leaders reviews this information and will try to solve the problems.

Other local leaders serving on the Leadership Team are:

Monique Hébert – BR+E Project Coordinator

Debbie Robitaille - Member of the Economic Development Authority

Royal Poulin – Chair of the Economic Development Authority

Joanne Savage – Mayor of the Municipality of West Nipissing

John Dobbs – Councillor for the Municipality of West Nipissing

John Candie – Manager Economic Partners Sudbury East / West Nipissing

Suzanne Gammon – Chair of the West Nipissing Chamber of Commerce

Joanne Vallière – Member of the West Nipissing Chamber of Commerce

Assisting the Leadership Team as resources members:

Marc Gagnon – Municipality of West Nipissing

Dominique Marleau – Northern Development and Mines

Monique Hébert – Municipality of West Nipissing

### **For further information:**

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