

## NEWS RELEASE

For Immediate Release

Wednesday, June 14, 2017

### Greenview Launches New Economic Development and Tourism Brand

**Valleyview, AB** – The Municipal District of Greenview launched their new economic development and tourism brand today, aimed at helping promote the vast untapped opportunity for investors, businesses and tourists in the northern Alberta municipality.

The brand showcases Greenview’s new focus on economic development. Reeve Dale Gervais explains “We want to increase our profile to attract new businesses and create recreation and tourism opportunities. Greenview is not just a place to work. Once people have seen what we have to offer we’re sure they will become repeat visitors and they may even choose to call Greenview home.”

“Greenview is embarking on a new marketing strategy to promote the diversity of economic opportunities and tourist experiences that set us apart from anywhere else,” says Kevin Keller, Greenview’s Economic Development Officer. “Our new brand is a unique signature that will help support business and growth, and promote our region across Canada and the globe as an exciting place to visit and explore.”

The new brand features a lowercase “g” in shades of blue and green. A map place marker shapes the top corner of the “g,” which speaks to Greenview being a destination. The tagline “Expand Your Vision” highlights the opportunity that invites business and tourists to “check out the possibilities.” The concept is based on survey results from business and tourism stakeholders, who cited “diversity” as one of Greenview’s greatest qualities.

Located about two-and-a-half hours northwest of Edmonton, Greenview spans a vast area of 32,915 square kilometres and has a footprint larger than Belgium. In one of Canada’s fastest-growing economic regions, it is a hub of diverse economic opportunity with fertile farmland and mixed wood forests, and is the location of the Montney-Duvernay shale gas play – one of the most prolific natural gas plays within North America.

Greenview is also home to the Canadian Rocky Mountains, along with an array of rivers, lakes and meadows. It offers plenty for tourists including recreation, events and unique cultural experiences. The Town of Grande Cache, located within Greenview, hosts the annual renowned Canadian Death Race, an extreme adventure running race in the Rockies.

To find out more about opportunities in Greenview, visit [www.expandyourvision.ca](http://www.expandyourvision.ca) or phone Greenview at 780-524-7600.

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