

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Invest NW Alberta Launches Unified Effort to Boost Economic Growth and Investment in Northwest Alberta

Alberta, Canada - The City of Grande Prairie, the County of Grande Prairie, and the Municipal District of Greenview are proud to announce a united initiative to showcase the exceptional investment opportunities in Northwest Alberta. With rich natural resources and thriving communities, this region offers immense potential for businesses and investors.

Backed by the belief that a major investment in one municipality can have positive ripple effects across the other two, Invest NW Alberta is a joint marketing and promotional effort that pools resources and shares costs for advertising, promotional events, and trade shows. These activities become more impactful when executed collaboratively.

“Northwest Alberta is a region defined by endless opportunities and strengthened by the partnership between our municipalities,” said Grande Prairie Mayor, Jackie Clayton.

“Together with the County of Grande Prairie and the MD of Greenview, we are proud to showcase an area rich in resources, where people can live, work, and play. Our region offers unmatched potential for businesses and investors. Investing here means being part of a shared vision for growth, innovation, and a prosperous future.”

Greenview’s Reeve Tyler Olsen added, “This collaborative approach highlights the Grande Prairie - Greenview Corridor’s regional investment potential rather than focusing solely on individual municipalities. Investing in Northwest Alberta means investing in a future rich with opportunities and possibilities.”

“The County of Grande Prairie is proud to stand alongside our regional partners to showcase the investment readiness of Northwest Alberta,” says County Reeve Bob Marshall. “Together, we are unlocking new opportunities that will drive growth and prosperity for our entire region.”

Invest NW Alberta will provide direct support to investors, ensuring they have everything they need to make confident investment decisions. The combined efforts of the three municipalities offer a comprehensive and compelling showcase of the region’s diverse assets

and advantages, making it an ideal destination for businesses and residents alike. The process is streamlined for potential investors and businesses through a single point of contact and consistent messaging, creating a more accessible and attractive decision-making process. A coordinated approach to planning and development ensures that growth is managed sustainably, and the region's infrastructure and services are developed in a complementary manner. The joint effort will also enhance the region's visibility in national and international markets, sparking greater interest in the area.

Visit InvestNWAlberta.ca and WorkNWAlberta.ca for more information about the diverse opportunities that await.

Work NW Alberta Partnership Attracting Skilled Workers to the Region

As an initiative of Invest NW Alberta, the Work NW Alberta Partnership plays a vital role in supporting regional economic growth. Led by the City of Grande Prairie, County of Grande Prairie, and Municipal District of Greenview, in collaboration with the Grande Prairie & District Chamber of Commerce and Northwestern Polytechnic, Work NW Alberta is dedicated to cultivating a skilled workforce across the region. By working directly with employers to attract and develop talent, Work NW Alberta ensures businesses and organizations have the human resources they need to thrive. This proactive approach not only addresses current employment demands but also lays the groundwork for sustainable growth and long-term prosperity in our community.

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