

MEDIA RELEASE

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InvestNW Alberta Launches Collaborative Video Promoting Northwest Alberta as a
Leading Investment Destination

FOR IMMEDIATE RELEASE

Alberta, Canada - In a groundbreaking move to foster economic growth and regional collaboration, municipal leaders from the City of Grande Prairie, County of Grand Prairie, and the Municipal District of Greenview have launched a powerful new video to highlight their collective efforts in promoting Northwest Alberta as an investment hub.

The video showcases the region's commitment to working together to attract investment, build on its diverse resources, and create opportunities for businesses and individuals alike. By combining the strengths of forestry, petrochemicals, agriculture, tourism, and manufacturing, the region aims to offer a dynamic environment for innovation and growth.

The video features key messages from municipal leaders emphasizing the collaborative approach to economic development. It highlights how this partnership will not only enhance the region's profile but will also lead to expanded manufacturing and attract organizations previously unaware of the region's vast potential.

"Our promotional video captures the region's youthful, can-do attitude and exceptional quality of life, and emphasizes the abundant opportunities in Northwest Alberta," said County of Grande Prairie Reeve Marshall. "The Northwest region of Alberta is an opportunity for all. Whether it's our raw materials, our innovative industries, or our collaborative approach, we're ready to partner with you for success."

"In Northwest Alberta, collaboration isn't just a word—it's our way of doing business," said Grande Prairie Mayor Jackie Clayton. "Through InvestNW Alberta, we're opening doors to unparalleled opportunities, driven by innovation, resilience, and a shared vision for growth. Together, we're positioning our region as a prime destination for business and investment."

"Our municipalities have been collaborating for several years, and with the official launch of InvestNW Alberta Grande Prairie-Greenview Corridor, we are excited to take the next step in demonstrating the strength of our partnership for the benefit of everyone in our region," said Greenview Reeve Tyler Olsen. "We are committed to sharing our knowledge, resources, and passion to create a region that offers opportunities like no other."

This video serves as an invitation to investors, entrepreneurs, and businesses to discover the untapped potential of Northwest Alberta. It highlights the region's history as an entrepreneurial capital of Canada, where collaboration, growth, and innovation thrive.

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Media Contacts:

Municipal District of Greenview
Stacey Sevilla
Manager, Communications and Marketing
Stacey.sevilla@mdgreenview.ab.ca
Direct: 780-524-7625

County of Grande Prairie
Bob Marshall
Reeve
communications@countygp.ab.ca
Direct: 780-532-9722

City of Grande Prairie
Katy Anderson
Communication Strategist - Economic Development
Kanderson@cityofgp.com

About the InvestNW Alberta: Grande Prairie-Greenview Corridor

Northwest Alberta offers unmatched opportunities in a region where community and industry thrive together. The City of Grande Prairie, the County of Grande Prairie, and the Municipal District of Greenview have united to champion an area rich in natural resources and economic potential.

Serving over 300,000 people, our region boasts exceptional amenities and a robust economy driven by agriculture, forestry, and oil and gas. Strategic transportation networks, including key highways, railroads, and cargo flights, enhance connectivity and efficiency.

As Alberta's leader in natural gas production, our region not only harnesses the vast potential of the Montney and Duvernay formations but also champions environmental stewardship, setting a standard for sustainable development across the energy sector.

This powerful alliance of municipalities creates an environment where businesses succeed and communities flourish. Invest in Northwest Alberta today and unlock a future of endless possibilities. Discover more at investNWAlberta.ca.