

MEDIA RELEASE

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Invest NW Alberta Appoints Travis Toews as Independent Chair to Advance Regional Investment

Invest Northwest Alberta: Grande Prairie-Greenview Corridor has appointed former Alberta Minister of Finance and President of Treasury Board Travis Toews as its first independent Chair, marking the next step in strengthening regional collaboration and advancing economic development in our region.

A lifelong resident of northwest Alberta, Toews brings decades of leadership in business, agriculture, government and the energy sector. In addition to serving as Alberta's Minister of Finance and President of Treasury Board from 2019 to 2023, he has held leadership roles across the financial, oil and gas, energy and agriculture industries, including serving as President of the Canadian Cattle Association. Today, he continues to serve on several corporate and industry boards, providing strategic oversight across key sectors that drive Alberta's economy.

"Our region has everything needed to compete on a national and global stage - abundant natural resources, an incredibly skilled workforce, and communities that understand the value of working together," said Travis Toews, Chair of Invest NW Alberta. "What makes this partnership particularly compelling is its commitment to advancing regional success ahead of municipal boundaries. By speaking with one voice and pursuing opportunities together, we are better positioned to improve competitiveness, attract investment, and create lasting economic benefits across northwest Alberta."

As independent Chair, Toews will work collaboratively with municipal leaders to advance Invest NW Alberta's shared priorities, including pursuing investment opportunities as one regional team, strengthening the region's competitive position, and identifying opportunities to remove barriers to economic growth. The role reflects the partnership's commitment to presenting a coordinated regional approach that positions the Grande Prairie – Greenview corridor as one of Canada's leading destinations for investment, business expansion and long-term economic opportunity.

"Invest NW Alberta was built on the belief that our region is strongest when we work together," said City of Grande Prairie Mayor Jackie Clayton. "Appointing an independent chair strengthens that approach by providing experienced leadership focused on our shared priorities. Travis Toews understands this region, understands the industries that drive our economy, and shares our commitment to positioning northwest Alberta as one of Canada's most competitive places to invest, grow a business and create opportunity."

"The County of Grande Prairie believes regional collaboration is key to creating long-term prosperity," said County of Grande Prairie Reeve Amanda McDonald. "Travis Toews' leadership will strengthen Invest NW Alberta's unified approach to attracting investment, supporting business growth, and ensuring our region remains competitive nationally and globally. We look forward to working together to build an even stronger future for northwest Alberta."

"The appointment of Travis Toews marks an important step in the continued growth of Invest NW and our collaborative efforts to attract investment to Northwest Alberta," said Greenview Reeve Ryan Ratzlaff. "With deep roots in the region and decades of leadership experience across industry, organizations, and corporate boards, Travis brings valuable insight to this role. His understanding of the opportunities and challenges facing our key sectors will help strengthen regional collaboration, support economic growth, and position the Grande Prairie-Greenview Corridor as a destination of choice for business and investment."

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About the Invest NW Alberta: Grande Prairie-Greenview Corridor

Northwest Alberta offers unmatched opportunities in a region where community and industry thrive together. The City of Grande Prairie, County of Grande Prairie, and 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 daily cargo flights, enhance connectivity and efficiency.

As Alberta's leader in natural gas production, our region also pioneers sustainable development through the Greenview Industrial Gateway, a model for eco-industrial innovation.

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.