



MEDIA RELEASE

INVESTSTRATFORD RECEIVES ECONOMIC DEVELOPERS COUNCIL OF ONTARIO AWARD

“Why Stratford?” Marketing Campaign Garners Recognition

Stratford, ON – February 10, 2023... **The City of Stratford’s Economic Development Corporation, investStratford received an award last night at the Economic Developers Council of Ontario (EDCO) awards dinner in Toronto.** The EDCO Awards celebrate economic development initiatives around the province and last night, recognized the Corporation’s “Why Stratford” video and campaign with the Investment Attraction – Rural Award (population under 100,000). The video, available for viewing on the investstratford website, celebrated the many attributes of the City of Stratford through the lens of the German-owned company, Cleanfix North America.

The campaign’s main focus was a video entitled “Why Stratford?” which focused on the experience of Cleanfix North America, a Germany-based company that located its North American headquarters in Stratford in 2010. The video helped illustrate how Stratford’s community, location and history of “excellence” shaped their investment decisions and by association, attracts businesses wishing to be connected with an internationally recognizable brand, urban amenities, small town appeal, access to international transportation corridors, the Toronto Waterloo Innovation Corridor and a diverse workforce. The video was produced in partnership with local media company Little Big Creative.

To view the video visit <https://bit.ly/3DSFY4n> and for more information about available land and economic development in the City of Stratford, visit www.investStratford.com

Quotes:

Joani Gerber CEO, investStratford: “It is very satisfying to be recognized by EDCO and I am proud of the work we do for the City and its businesses. Stratford continues to be a very attractive option for businesses and I’m pleased to illustrate through our marketing efforts, why businesses should be interested in establishing, expanding or relocating here.”

City of Stratford Mayor Martin Ritsma: I’m very proud of the efforts of investStratford and am pleased that they have received the recognition they deserve for their hard work. They are devoted to keeping our local and provincial economies growing and I am happy they have been recognized.”

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About investStratford:

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry. Globally Connected | Community Driven
For more info visit: investStratford.com

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