

## City of Wetaskiwin Wins National Marketing Award for Imagination Tourism Ad

September 12, 2018

(Wetaskiwin, Alberta) – The City of Wetaskiwin was nationally recognized for its *Imagination Tourism* marketing ad at this year’s Economic Developers Association of Canada (EDAC) Conference, held from September 8 to 11, 2018 in Fredericton, NB.

“I am so pleased that our Imagination Tourism Ad received the Economic Development of Canada National Marketing Award in the single advertisement category,” said Jennifer Fossen, Manager of Community Development with the City of Wetaskiwin. “Our team has worked very hard this year to move beyond traditional approaches to local government marketing and create advertisements that inspire viewers to think outside of the box where their experiences are concerned.”

The EDAC Marketing Canada Awards is a national competition that strives to highlight up-and-coming best practices, as well as sustainable marketing initiatives. The awards were presented at the final conference luncheon on September 11, 2018.

Wetaskiwin’s winning ad can be viewed at [www.wetaskiwin.ca/visitors](http://www.wetaskiwin.ca/visitors).

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