



Daryl Kramp, MP
Prince Edward-Hastings

NEWS RELEASE

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August 21, 2010
For Immediate Release

INVESTMENT IN BRAND ENCOURAGES BUSINESS AND TOURISM IN THE NORTH HASTINGS REGION: KRAMP

Bancroft, ON - Today, the North Hastings Economic Development Committee received \$7,000 in Federal EODP dollars, from Daryl Kramp, MP for Prince Edward-Hastings, and Community Futures Chair Rob Price to implement a new regional brand for the North Hastings area.

MP Daryl Kramp said, “The Government of Canada is pleased to support initiatives which increase the economic growth of a community. I believe that the NHEDC’s plans to increase numbers of tourists and encourage new businesses via a new brand for the North Hastings region is certainly on the right track.”

Through the Eastern Ontario Development Program, administered by the Federal Economic Development Agency for Southern Ontario, Community Futures Development Corporation of North and Central Hastings and South Algonquin was able to support the implementation of the “North Hastings Naturally...” brand. Main Street Management contributed \$5,773 to implement the brand, and Hastings County added \$10, 226.

The brand is designed to encourage future economic growth in the area by increasing the potential to better attract tourists and businesses.

“North Hastings Naturally...” combines a logo, wording, font style and colours which have developed over the course of many months by a professional team who specialize in marketing and promotion, in co-operation with the NHEDC. The brand is based on the “North Hastings Naturally...” logo, which can be followed by the taglines: inviting!, adventurous!, inspiring!, empowering!, rewarding or sustainable.

The Government of Canada has funded the Community Futures Development Corporation of North and Central Hastings and South Algonquin to implement six components of the EODP: Access to Capital, Skills Development, Youth Retention, Local Initiatives, Enhanced Technology and Communication Infrastructure, and Business Planning.