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## JOINT NEWS RELEASE

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June 20, 2024

### **Province of Alberta Awards Grant to the Joint Economic Development Initiatives (JEDI) for “Discover Wetaskiwin County West”**

For Immediate Release – The County of Wetaskiwin’s Economic Development Organization, JEDI, is proud to announce that it has received a Small Community Opportunity Program grant from the Province of Alberta for the unique project, “Discover Wetaskiwin County West.” This initiative, supported by the Leduc, Nisku, and Wetaskiwin Regional Chamber of Commerce, aims to develop a comprehensive digital platform that will showcase the diverse agriculture, business, and tourism offerings in the hamlets of Winfield, Buck Lake, and Alder Flats.

The project, aptly named "Discover Wetaskiwin County West," will serve as a digital gateway to the region, showcasing the richness of rural life and the abundance of local attractions. The platform will feature engaging content, detailed sections on local activities, dining options, accommodations, upcoming events, and a 'Plan Your Trip' feature to ensure a seamless visitor experience.

By bringing together local communities, businesses, residents, and the Chamber, "Discover Wetaskiwin County West" aims to create a one stop shop for the west end of the County, while showcasing each hamlet individually on the platform. This effort will encourage information sharing and community engagement, generating excitement around the unique offerings of Winfield, Buck Lake, and Alder Flats.

"Discover Wetaskiwin County West" captures the spirit of agritourism, showcasing the region's rural charm and heritage. This initiative not only aims to attract tourists but also to boost the local economy by encouraging relocation, investment, and business opportunities. Tourists will uncover the potential for a quality rural lifestyle, fostering further interest in the area. It invites exploration, engagement, and appreciation of the County, while supporting local businesses and promoting sustainable community development.

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#### **About JEDI**

JEDI is dedicated to supporting the growth and prosperity of local businesses in the County. By fostering strong partnerships and promoting economic development, JEDI plays a vital role in enhancing the quality of life in the region.

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