



For Immediate Release

Dryden's Target Sector Video Launched

January 13th, 2010 - Dryden once known strictly as a pulp and paper economy now supports a diverse range of industries, including exploration and mining, renewable energy, light manufacturing, value-added forestry and tourism.

To introduce our goal for a new and diverse economy the Dryden Development Corporation (DDC) has produced a community attraction video to enhance economic development retention, expansion and attraction efforts. The video "*Looking to the Future*" was produced with the goal of providing a current snapshot of Dryden's economic target sectors and will be used to promote these assets to site selectors and new business contacts.

The video was spurred by the emerging economies that the DDC and the City of Dryden has spent the last two years nurturing and the video is an excellent complement to the other marketing collateral that has been developed, said Vicki Kurz, Economic Development Manager for the DDC.

The community can view the video on www.ExploreDryden.ca.

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