



MEDIA RELEASE

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PARTNERSHIP BRINGS INTERNATIONAL MARKETING OPPORTUNITIES TO CALEDON

The Town of Caledon's reputation as "the natural course of business" continues to extend well-beyond Canadian borders.

For the past 11 years, the Town has been a member of the Greater Toronto Marketing Alliance (GTMA). In recognizing the benefits from the joint venture activities and programs of the GTMA, Caledon Council recently approved continuing the Town's membership and the formalization of an International Marketing Services Agreement.

As a member, Caledon benefits from the GTMA's international marketing and promotion programs. Additionally, the GTMA acts as the primary contact for foreign business delegations and tours to the GTA, provides access to sector-specific research reports, and offers opportunities for networking and professional development.

"As with the other municipal partners, Caledon endorses the principle that the Greater Toronto Area is a globally-recognized destination," noted Mayor Marolyn Morrison. "Working as a partner in the Greater Toronto Marketing Alliance gives Caledon a stronger voice and presence in attracting foreign direct investment."

The GTMA was founded in 1997 for the specific purpose of enhancing the international marketing of the Greater Toronto Area (GTA). The GTMA, a not-for-profit corporation, serves as the key point of contact for foreign businesses exploring location opportunities in the GTA.

Caledon's membership aligns with the *2008-2012 Caledon Economic Development Strategy* of engaging in business attraction programs designed to encourage business investment in key target sectors and clusters.

The GTMA's budget, approximately \$1.6 million in 2008, is comprised, in part, from the annual funding contributions of the 29 GTA regional and local municipalities. Caledon's annual contribution is \$6,250.

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Media Contact:

Laura Johnston | Communications
Town of Caledon
905.584.2272 x4106 | laura.johnston@caledon.ca