



Kings Community Economic Development Agency
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MEDIA ADVISORY

August 13, 2008

Winery & Vineyard Attraction Project Underway

The Kings Community Economic Development Agency (Kings CED Agency) is pleased to announce that Alidade Marketing was chosen as the successful candidate for a Winery & Vineyard Attraction Project for Nova Scotia. The project which commenced August 11, 2008 will create a comprehensive marketing package and website outlining the opportunities of investing in the Nova Scotia Winery and Vineyard industry. The package will include information such as; the step-by-step process for starting a winery or vineyard, the geographic areas with the most potential for growth, local success stories, resources available, industry trends, etc.

The Winery & Vineyard Attraction Project, initiated in the 2007-2008 fiscal year, is a business attraction initiative which will see the development of a pan-regional marketing initiative geared at furthering winery development in Kings County and four other areas in Nova Scotia. Several partners are involved in this project, including: the Winery Association of Nova Scotia, the Grape Growers Association of Nova Scotia, six Regional Development Authorities (Kings CED Agency, Hants Regional Development Authority, Annapolis Digby Economic Development Agency, Lunenburg Queens Regional Development Agency, Strait-Highlands Regional Development Agency and Cumberland Regional Economic Development Association). Funding partners of the project include: the Winery Association of Nova Scotia, Department of Foreign Affairs and International Trade Canada, Nova Scotia Department of Agriculture, Nova Scotia Economic Development and the six Regional Development Authorities working on this project.

With greater investments in Nova Scotia wineries and vineyards, the Kings CED Agency expects to see the creation of local jobs, increased export opportunities, increased tourism, and preservation of agricultural land.

The project is expected to be completed by the end of October 2008.

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For more information please feel free to contact:

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For Immediate Release