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MEDIA RELEASE

**STRATFORD ECONOMIC ENTERPRISE DEVELOPMENT Co.
LAUNCHES NEW BRAND**

investStratford – Globally Connected | Community Driven

Stratford, ON – December 18, 2015 – The **Stratford Economic Enterprise Development Corporation (SEED Co.)** has officially launched their new brand **investStratford** along with a new economic development website **www.investStratford.com** to provide businesses, potential investors, individuals and partner organizations with relevant and easy-to-find information on the City of Stratford and its business investment opportunities.

The initiative establishes a Stratford economic brand and speaks to investors in a progressive format. “We are elevating Stratford’s profile by aligning ourselves with the larger markets also using the ‘invest’ prefix.” says **Marlene Coffey, CEO** for the newly branded **investStratford**. “Our website will be an important way for us to share information about investStratford’s initiatives and achievements. It will allow us to profile our successful businesses and provide a way to communicate with Stratford businesses, partners and potential partners.”

A one-stop shop for economic development news, information and opportunities, the dynamic new website features a live Twitter news feed of @investStratford as well as specialized apps and tools already in the development phase, to engage visitors and encourage investment in Stratford. “The goal is to keep the information fresh, relevant and topical” added Coffey. “Moving forward the site will build a library of business success stories and testimonials celebrating the Stratford brand.”

“Marketing investment in a community is an integral part of the successful economic development of a City,” added **Dan Mathieson, Mayor of the City of Stratford**. “It’s all about business retention, attracting job-creating investments, and building pride in our City to compete locally and internationally. The new tagline “Globally Connected | Community Driven” echoes that important paradigm.”

SEED Co. Board President Anita Gaffney added “The new brand and website indicate Stratford is open for business with tools to attract new businesses, to grow and support existing businesses and to respond to the evolving marketplace”.

The new brand identity, logo and website were developed in association with eSolutionsGroup under the leadership of SEED Co. staff, Board of Directors and City of Stratford staff.

For additional information, visit the *investStratford* website at www.investStratford.com and follow [@investStratford.com](https://www.instagram.com/investStratford.com).

About investStratford

*investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry.
Globally Connected | Community Driven*

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