



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

734 15th Street NW / Suite 900
Phone: (202) 223-7800
Fax: (202) 223-4745
www.iedconline.org

Media Release

For Immediate Release
October 2006

Contact: Danielle Milo, Communications Director
(202)942-9466, dmilo@iedconline.org

THE COLONY ECONOMIC DEVELOPMENT CORPORATION RECEIVED ECONOMIC DEVELOPMENT AWARD

The Colony, Texas-Based Organization Recognized for its Advertising Campaign

Acknowledging The Colony Economic Development Corporation (TCEDC) for its advertising campaign, the International Economic Development Council (IEDC) presented its Paid Publication Advertising Campaign award to the The Colony, Texas-based organization at IEDC's Annual Conference, which took place in New York City, September 17-20. The organization was recognized for this achievement during an awards ceremony on Tuesday, September 19th.

"From localized community projects to large-scale endeavors, activities for the advancement of economic development have an enormous impact on the shoring up of the nation's economy," said Joseph A. Marinucci, IEDC chairman. "As our population grows exponentially and as we continue to overcome unexpected challenges, such as those we are still grappling with in the Hurricane Katrina-ravaged Gulf Coast region, these efforts take on an even greater significance. The award serves as a most respectful 'hats off' to economic development organizations like The Colony Economic Development Corporation for leading the charge."

Competing in the category of Paid Publication Advertising Campaign by organizations serving areas with populations under 50,000, TCEDC was a clear standout with its "Leader" ad campaign, created by OnMessage, a local marketing firm. The series was designed to increase awareness for specific types of development projects within The Colony. Three unique designs and headlines were created to highlight specific initiatives. The objective of the campaign is to properly promote The Colony in the minds of consumers, business owners, developers, and real-estate agents, resulting in increased economic development activity. Through a series of images, each ad focused on premier opportunities for corporate office, light industrial/distribution sites as well as mixed-use, big-box retail and specialty retail. The message positions The Colony as a prospering city that provides businesses with incentive packages and the flexibility they desire to get projects completed in a cost effective and efficient manner.

The International Economic Development Council (IEDC) is headquartered in Washington, DC. Its mission is to provide leadership and excellence in economic development for communities, members and partners. IEDC's professional economic development awards annually recognize excellence in the economic development profession.

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