



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

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Media Release

For Immediate Release
October 6, 2009

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SOUTHERN IDAHO ECONOMIC DEVELOPMENT ORGANIZATION TO RECEIVE AWARD AT ECONOMIC DEVELOPMENT CONFERENCE

SIEDO Recognized for Ad Campaign

Acknowledging the Southern Idaho Economic Development Organization (SIEDO) for its exceptional advertising campaign, the International Economic Development Council (IEDC) will present an award to the Southern Idaho-based organization at IEDC's Annual Conference in Reno, Nevada on October 6.

"Furthering economic development is rarely a simple task in the best of times, and advancing the cause in the midst of a global financial crisis is nothing less than arduous," said Ian Bromley, IEDC chair. "As the consequences of the widespread economic turmoil have taken hold, we have seen our members become even more ardent proponents of economic development, flying in the face of one of the most challenging economic environments we have experienced in our careers. We proudly present this award to the Southern Idaho Economic Development Organization for its superior work during these difficult times."

Competing in the category of Paid Advertising Campaign by organizations serving areas with populations under 50,000, SIEDO's *Swing Ad Campaign* was a clear standout. The goal of this campaign is two-fold. First and foremost, the organization wanted to get a more balanced message to communities that while the region was sure to feel the impact of the economic downturn, it was better positioned going into it because of the successful diversification of its business base and what would be done to prepare for the upturn. Additionally, SIEDO wanted to get the local media on board to balance their coverage with positive messages on the local economy to help offset mostly negative stories that would be generated.

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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