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### **New sector profiles promote Campbell River economic development**

Four new sector profiles – for forestry, aquaculture, aerospace and technology and creative industries – have been launched as part of the Campbell River economic development toolkit.

*“Campbell River is home to many cutting edge businesses, and we’re building on that innovative momentum with these profiles,”* states economic development officer Rose Klukas. *“The profiles provide an overview of activity in these sectors and highlight opportunities for growth. The profiles also showcase organizations that support development in each area and the advantages of doing business in Campbell River.”*

The municipal broadband initiative, scheduled to come on line later this year, will be a key Campbell River advantage.

*“The City is investing in the technology sector, which crosses over into all other sectors in the economy,”* states Mayor Andy Adams. *“This is an exciting time for Campbell River as we ensure that the infrastructure and tools to support industry and tech development are readily available.”*

Recognizing that most investors begin their investigation on-line, the profiles of each sector are available on the City website ([www.campbellriver.ca](http://www.campbellriver.ca)) under Business-Economy / Key Sectors. Paper copies are also available.

The Business-Economy webpage also offers links to a community profile, the *In the Spotlight* newsletter and the recently-launched promotional video *Work Where You Love to Live*.

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Contact: Rose Klukas, Economic Development Officer      250-286-5738