



MEDIA RELEASE – April 23, 2007

Campbell River Named a North American City of the Future

Campbell River, BC, Canada – Campbell River, Vancouver Island’s third largest city has been named as a North American “Micro City of the Future” by a United Kingdom-based investment magazine. Foreign Direct Investment (fDi) magazine awarded “North American Micro City of the Future” designation to Campbell River and acknowledges the city as one of the top five “Quality of Life” destinations in its April/May 2007 issue.

The magazine's North American Cities of the Future for 2007/08 identifies cities with the basics in place to flourish in the next few years by attracting high levels of investment. The magazine also acknowledged the City of Campbell River’s economic development corporation, Rivercorp, for its high standard of business and investment promotion materials.

fDi’s Cities, Regions and Countries of the Future competition has been running for five years, covering almost every region in the world. This is the first time cities in the United States, Canada and Mexico have competed directly against one another in fDi’s research.

fDi researchers took more than six months to select "top ten" shortlists of cities – large, small and micro – with the best strategies and resources for economic development. As part of the selection process, nine judges reviewed nominations from 108 cities on more than 60 criteria designed to assess a city’s potential to attract business investment projects.

"For decades people have been coming to Campbell River from all around the world and finding a magnificent place to spend their vacation," according to Mayor Roger McDonell. "More recently those same people are recognizing that they can move here, invest here and live in a thriving global city surrounded by nature."

"fDi magazine has recognized there’s a spirit to this place, an attitude, a willingness to get things done," explains Patrick Marshall, general manager and economic development officer for Rivercorp. "That desire to innovate, to ensure a future, and not at the cost of sacrificing access to the area’s natural beauty, is something that sets Campbell River apart."

To read the full results, please visit www.fdimagazine.com in the Cities of the Future section.

Campbell River is the third largest City on Vancouver Island, located on the fiftieth parallel. With its motto “Enriched by Land and Sea,” it is known internationally as the Salmon Capital of the World. Incorporated as a community in 1947, Campbell River officially became British Columbia’s newest city in March 2005, with a current population of 31,000, and serving a larger region of approximately 50,000.

Rivercorp is the Campbell River Economic Development Corporation for people thinking of, investing, and growing their business in Campbell River, on Canada’s Asia Pacific Gateway.

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