

Sample News Release

What is a News Release?

A News Release is a written communication reporting specific, but brief information about an event, circumstance, or other happening typically tied to a business or organization. They are provided to the media through a variety of means, but are not always picked up by news media.

Central Okanagan Business Leaders Will “Walk to Talk” During Canada’s First Business Walks on October 4th

For Immediate Release – August 29th 2012

What do Central Okanagan computer stores, law offices, restaurants, retailers and financial services have in common? They represent the types of businesses that will be visited by business leaders in Central Okanagan communities during Canada’s first Business Walks on October 4th 2012. The program adds a new component to Small Business Month as representatives of organizations that serve the business community take the time to connect face to face with business operators in an informal, casual way and determine how conditions can be improved.

The program is powered by the Central Okanagan Economic Development Commission (COEDC) and is a partnership between the COEDC, Westbank First Nation, local municipalities, Improvement Areas and Chambers of Commerce throughout the region. Business walks have proven highly effective in strengthening local economies by retaining businesses in a community and creating an environment where they can grow.

The October 4 walks will take place in Peachland, West Kelowna, Westbank First Nation, Kelowna and Lake Country. More than 70 volunteer business leaders “walkers” will call on 300 businesses and have brief conversations around three key questions: “How is business,” “What do you like about doing business in your area?” and “How can business be improved?” Companies with specific needs will be followed up and provided one-on-one assistance.

The information gathered during business walks can be used in a number of ways. For organizations such as the Central Okanagan Economic Development Commission, business walks track the pulse of the business community and is one tool used to identify needed programs and services to the community. Civic leaders can better connect with businesses in their communities through the face-to-face conversation that is initiated, and identify and remove barriers to doing business in their areas. Member-driven organizations such as Business Improvement Associations and Chambers of Commerce can tailor their services to the expressed needs of the businesses they serve.

Corie Griffiths, Business Development Officer for the Central Okanagan Economic Development Commission and Business Walks Project Manager, says “Recognizing the economic impact small business have on the Central Okanagan economy, business retention and enhancement has been the mainstay of COEDC programming. This is an excellent way for service providers throughout the Region to come together to improve the services we provide to our local businesses and ensure a sustainable economic climate that promotes growth in the Region.”

For questions or more information please contact:

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