

MEDIA CONTACT:

Joshua Ryan Hall

jhall@indypartnership.com

317-464-5416



Indy Partnership Wins ‘Best Economic Development Website’ and ‘Best Economic Development Newsletter’ in America

International Economic Development Council awards Indy Partnership top honors for outstanding outreach and marketing efforts, magazine also receives honorable mention

INDIANAPOLIS (October 6, 2009) – Senior Business Development Director Scott Fulford accepted Indy Partnership’s three *Excellence in Economic Development Awards* today at the International Economic Development Council annual conference in Reno, Nevada.

Indy Partnership was named the winner in two award categories and received an honorable mention in a third. The annual *Excellence in Economic Development Awards* are meant to recognize the world’s best economic development programs and partnerships, marketing materials, and the year’s most influential leaders. The awards are broken down into three population tracks – under 50,000; 50,000-200,000; and more than 200,000 people. Indy Partnership competed in the population of more than 200,000 people category.

Excellence in Economic Development Awards won by Indy Partnership include:

- Best Economic Development Website in America – WINNER
- Best Economic Development Newsletter in America – WINNER
- Best Economic Development Magazine in America – Honorable Mention

Indy Partnership President Ron Gifford, who is currently in China with the Indiana Pacers on a business and cultural exchange, said that this is the second time this year that Indy Partnership has been recognized for excellence by national and international organizations. *Site Selection*, a leading national economic development trade magazine, named Indy Partnership one of the top 10 economic development groups in the country in May.

“The International Economic Development Awards are our industry’s Academy Awards or Grammy’s,” Gifford said. “When you consider that we were competing against regions that are many times our size – regions including more than 100 other major metros such as New York, Los Angeles, Chicago and Houston – it really speaks to the quality of the work that Indy Partnership is doing on behalf of Central Indiana.”

For Indy Partnership, these awards follow 18 months of strategic planning and execution of a new brand identity, which includes the award winning website, newsletter and magazine.

The Indy Partnership website (www.indypartnership.com) is an advanced interactive economic development tool with geographical information system (GIS) mapping that allows both point data and thematic data to be plotted on the same map. Indy Partnership’s site was the first dedicated economic development website in the U.S. to offer this technology, which is marketed as Indy InSite™ to site selection consultants and corporate location managers worldwide.

(MORE)

The Indy Partnership monthly electronic newsletter, which also carries the Indy InSite moniker, is distributed nationally to site selection consultants, business leaders and Indy Partnership investors. The newsletter prioritizes data and information downloads, quick-read facts and figures, and multimedia that appeal to a broad economic development audience.

Indianapolis Region, which received an honorable mention for best marketing magazine in America, is a 52-page annual profile of the Indianapolis Region. It includes 10 original feature articles on the advantages of doing business in the 10-county Indianapolis Region, and other content of interest to economic development and general business readers. *Indianapolis Region* is produced in partnership with and as a supplement to the Indianapolis Business Journal.

The *Excellence in Economic Development Awards* are adjudicated by a distinguished, international group of economic development experts from both the public and private sectors.

About The International Economic Development Council

The International Economic Development Council (IEDC) is the premier membership organization dedicated to helping economic development professionals create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,600 members, IEDC represents the largest network of economic development professionals in the world. IEDC provides a diverse range of services, including conferences, certification, professional development, publications, research, advisory services and legislative tracking. For more information about IEDC visit www.iedconline.org.

About The Indy Partnership

The Indy Partnership is a privately-funded, not-for-profit organization dedicated to bringing new jobs and capital investment to the Indianapolis Region—10 central Indiana counties including Boone, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Morgan, Monroe, and Shelby counties. Working collaboratively with local economic development officials, government, universities, and the business community, the Indy Partnership secures the Indianapolis Region relocation of companies through superior economic development services. Key services include point of contact for business development leads, incentives assistance, business research and demographic data, and regional marketing. For more information about Indy partnership visit www.indypartnership.com.

###