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## **High Point EDC wins major publications award for the 10th year in a row**

### ***Two local organizations share international award for excellence***

**CHARLOTTE** – The International Economic Development Council honored a publication jointly produced by the High Point Economic Development Corporation and the Greensboro Economic Development Alliance.

“Community Profile 2010-2011” received an Excellence in Economic Development award for communities with populations of 200,000–500,000. The honor was presented during the IEDC Annual Conference in Charlotte.

It is the 10<sup>th</sup> year in a row that the HPEDC has won a major economic development award for one its publications.

“I am very proud that our organization has been consistently recognized for our marketing efforts, said Loren Hill, HPEDC President.

“The brochure is also available in six foreign languages: Chinese, Japanese, Spanish, German, Korean, and French,” Hill added, “which is most appropriate since High Point is *North Carolina’s International City*™.”

“The profile is an informational overview of Guilford County, North Carolina, produced as a partnership between our two groups,” said Dan Lynch, GEDA President. “The data contained in the brochure includes tax rates, leading corporations, recent expansions, cultural and recreational information, infrastructure, and other demographics.”

“We recognize HPEDC and GEDA for providing successful strategies to promote new standards in economic development in this period of global recovery,” said Dennis Coleman, IEDC chair. “Our awards honor organizations and individuals for their efforts in creating positive change in communities. They are showing that they are using innovative and effective practices that can be replicated in other communities.”

The winning “Community Profile 2010-2011” was released a year ago this month. In August 2011, the two groups released the latest profile – with Winston-Salem Business, Inc., also participating.

**About IEDC:** 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 4,500 members, IEDC represents the largest network of economic development professionals in the world, providing a diverse range of services including conferences, certification, professional development, publications, research, advisory services and legislative tracking.