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NEWS RELEASE

Hastings County Launches Campaign to Attract People

Hastings County – The County of Hastings has launched a new campaign titled ‘I left the city.’ The campaign is aimed at attracting *Lone Eagles*, people and entrepreneurs who live in large cities such as Toronto or Ottawa and have businesses, jobs or skills that can be reasonably transferred to a rural or small town setting.

“The new Economic Development Action Plan approved by County Council highlights a goal of attracting new entrepreneurs and investment by way of marketing to *Lone Eagles*,” notes Hastings County Warden Rick Phillips. “With this in mind, the ‘I left the city’ campaign is intended to catch the attention of city dwellers and entice them to learn more about our County and hopefully make the decision to relocate here.”

The main feature of the campaign is a professionally produced advertisement, 41 seconds in length, featuring ‘one liners’ from five local *Lone Eagles* touting why they ‘left the city’. The video will appear on YouTube and the call to action will be to visit www.ileftthecity.ca. This landing page will feature more information about our local *Lone Eagles*’ stories including why they believe Hastings County is a great place to move to from the city.

To learn more about opportunities in Hastings County visit the new HastingsCounty.com website, and to view the new campaign visit ileftthecity.ca

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