



WEST END BIZ LAUNCHES MARKETING CAMPAIGN TO PROMOTE AREA

WINNIPEG'S WEST END – ALL WE NEED IS YOU!

PRESS RELEASE

For Immediate Release – August 13, 2010

Winnipeg, MB – On **Monday, August 16** the **West End BIZ** will launch its first Marketing Campaign to promote the West End. The campaign, facilitated by Tripwire Media Group, features radio, television and newspaper ads, and the use of the new and unique “taxi topper” space. This exciting media blitz showcases many of the area's unique amenities and businesses, promoting the West End as the place to be!

The West End BIZ is also formally launching its new branding; new colors, banners, West End BIZ logo, and tagline “**Winnipeg's West End – All We Need is You!**” A new awning reflecting the change in brand is in place at the BIZ office at 581 Portage Ave. In addition, the BIZ is revealing a brand new website which can be found at www.westendbiz.ca. The new website is created and sponsored by proud a West End business **Awesome Co.**

“We want people to really see the West End; a multicultural gem filled with fabulous places to dine, unique places to shop and world class recreation and educational facilities,” says Gloria Cardwell-Hoepfner, BIZ Executive Director. “The area is growing and people are realizing it offers excellent value for business and residential.”

Melanie Matheson of **Rolling Rhino Communications**, another West End business, and Chair of the BIZ communications committee agrees, “It is impossible to describe the West End through mass media headlines alone. The truth is The West End is a diverse, dynamic, thriving family-oriented community filled with unique and welcoming shops, boutiques, restaurants and services. The truth is The West End is where many new Winnipeg families start their stories and where many Canadians can, to this day, trace back their roots.”

The West End Business Improvement Zone (West End BIZ) is a non-profit organization committed to working with business and area stakeholders to improve and promote Winnipeg's West End.

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For further information or to arrange interviews, please call Gloria Cardwell-Hoepfner, Executive Director, West End BIZ at 954-7900 or 290-WEST (9378).