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## Airdrie businesses showcased in videos

AIRDRIE, ALBERTA – Airdrie Economic Development launched a new video series showcasing successful Airdrie businesses today. The videos were part of the prize package for the Winning Edge Award winners.

The Winning Airdrie Businesses series profiles the four recipients of the 2011 Winning Edge Awards, an awards program organized by the Airdrie Business Resource Partnership of which the City of Airdrie is a member.

“Recognizing and promoting Airdrie businesses is a priority for us,” says Kent Rupert, Team Leader, Airdrie Economic Development. “The videos are another way for us to showcase our dynamic and diverse business community. Airdrie Now TV profiles Airdrie as a preferred location for new business as well as creates awareness with residents about the services available locally.”

The videos can be found on Airdrie Now TV at [www.airdrienow.ca](http://www.airdrienow.ca) and include:

- Advance Distribution/Here’s the Scoop, 2011 Winning Edge Award Recipient
- Natural e Green, 2011 Eco Edge Award Recipient
- Grow with Us Retail & Consignment, 2011 Family Friendly Business Award Recipient
- Mr. Dick Buchanan, Air-Alta Insurance, 2011 Business Leader Award Recipient

“The business profile video really captured what Natural e Green is all about and has provided my customers with a chance to see my business as a whole,” says Tamara Laschinsky, owner of Natural e Green, 2011 Eco Edge Award recipient. “Being awarded the Eco Edge Award was wonderful and very rewarding and having Airdrie Economic Department offer to do this video really exceeded my expectations.”

Airdrie Now TV was developed three years ago as part of Airdrie Economic Development’s marketing strategy. “With the rise of social media, video is an important tool in communicating the Airdrie advantage to other businesses,” says Rupert.

For information on the awards visit [www.abrponline.ca](http://www.abrponline.ca). To view the videos, visit [www.airdrienow.ca](http://www.airdrienow.ca).

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