

Media Release

Life in the Heartland announces 2012 Chair

January 10, 2012

Connecting residents with information about sustainable industrial development in the region is the goal of the Life in the Heartland initiative. Going into its fourth year, Nadine Blaney, Executive Director with Fort Air Partnership will chair the Life in the Heartland initiative throughout 2012. Blaney brings a blend of scientific expertise in environmental monitoring and experience in sustainable resource development to the role.

“Navigating all the topic areas that influence sustainable industrial operations can be complex,” says Blaney. “Life in the Heartland simplifies the process by having regional groups work together on communicating to residents.” Life in the Heartland acts as an information hub for residents in and around Alberta’s Industrial Heartland region. Residents wanting to ask questions about industry and related topics such as safety and emergency preparedness, environmental monitoring, noise and light management, transportation and land use management need only visit one on-line resource – lifeintheheartland.com.

Life in the Heartland’s work in 2011 included a resident survey, outreach through community events and presentations, as well as newspaper advertising and e-newsletters. “Based on the information obtained from the survey, the focus areas have remained the same, and our 2012 approach will ensure we are providing information to residents in ways they want to receive it,” says Blaney. “There is resident interest and also industry willingness to discuss all facets of industrial operations and development. Everyone who lives or makes a living in this region should have easy access to this information.”

To learn more, visit www.lifeintheheartland.com, email info@lifeintheheartland.com, or Facebook at www.facebook.com/LifeintheHeartland.

Life in the Heartland provides information, resources, and contacts for residents of the Heartland region. Supporting partners include Alberta’s Industrial Heartland Association, Alberta’s Industrial Heartland Land Trust Society, Fort Air Partnership, Northeast Capital Industrial Association, and Northeast Region Community Awareness Emergency Response.

-30-

Media Inquiries

Nadine Blaney, Chair

1.800.718.0471

nadine.blaney@fortairmail.org

Vanessa Goodman, Communications

780.231.9802

vanessa@industrialheartland.com

Contact Information for Life in the Heartland Partner Organizations

- **Alberta's Industrial Heartland Association** (www.industrialheartland.com)
Association of municipal partners that supports sustainable planning and investment

CONTACT: Neil Shelly, Executive Director, neil@industrialheartland.com or 780.998.7453

- **Alberta's Industrial Heartland Land Trust Society** (www.industrialheartland.com)
Facilitates the voluntary relocation of residents located in or near industrial zones

CONTACT: Neil Shelly, Executive Director of AIHA, neil@industrialheartland.com or 780.998.7453

- **Fort Air Partnership** (www.fortair.org)
Regional airshed that monitors and reports air quality

CONTACT: Nadine Blaney, Executive Director, nadine.blaney@fortairmail.org or 1.800.718.0471

- **Northeast Capital Industrial Association** (www.ncia.ab.ca)
Industrial association that supports cumulative management programs

CONTACT: Laurie Danielson, Executive Director, ncia@telusplanet.net or 780.992.1463

- **Northeast Region Community Awareness & Emergency Response** (www.nrcaer.com)
Regional community awareness emergency response organization that focuses on mutual aid emergency response planning, community notification and safety education

CONTACT: Cal Towns, Executive Director, executivedirector@nrcaer.com or 780.964.9419