



# News Release

For immediate release

## GOVERNMENT OF CANADA STIMULATES BUSINESS IN SAND PLAINS REGION

**TILLSONBURG, ONTARIO, APRIL 8, 2010** – The Government of Canada is investing in two projects that will strengthen and diversify South Central Ontario's economy, today announced Member of Parliament for Oxford Dave Mackenzie. The funding, totaling \$485,000, will go towards two community-based initiatives to support regional development.

"The Government of Canada recognizes the importance of stimulating business in local communities to strengthen our economy," said MP Dave Mackenzie. "These exciting initiatives stand to offer a substantial benefit to the Sand Plains region and beyond."

The South Central Ontario Region (SCOR), made up of Oxford, Brant, Middlesex Elgin and Norfolk counties, will receive a non-repayable contribution of \$435,000 to begin implementing the 'The Path Forward'. This strategic plan for future economic and social growth in the region was produced after consultations with residents. It is a blueprint to making the area competitive and supporting entrepreneurship. The investment will create two new jobs.

The Corporation of Norfolk County on behalf of Ontario's South Coast Tourism Alliance is receiving a non-repayable contribution of \$50,000 to undertake an inventory of all the tourism offerings in the Sand Plains region. A report with recommendations will be produced on how to extend length of stay by visitors and increase tourism spending in the region.

The funding is being provided through the Sand Plains Community Development Fund which targets community-based initiatives that support regional development, attract and retain people and investment, and stimulate business development and job creation.

For more information on the Sand Plains Community Development Fund, please visit [www.ontcfdc.com](http://www.ontcfdc.com) or [www.sandplains.ca](http://www.sandplains.ca).

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