

Media Release

FOR IMMEDIATE RELEASE

Fort Saskatchewan, Alberta (June 11, 2009) – For communities in Alberta’s Industrial Heartland, June marks the beginning of a new approach to communication. Officially launching this month, **Life in the Heartland** is aimed at improving resident access to information on a number of topics related to industrial operations and development in the region.

The Life in the Heartland initiative is a result of consultation with local residents and stakeholders who identified communicating work being done in the region as a priority. “In a region that is home to several communities and an industrial hub, there is a need to ensure residents have access to information that is important to them,” says Neil Shelly, of Alberta’s Industrial Heartland Association. “Residents wanted to see more communication about topics such as traffic, noise, land use, safety and emergency response, air quality, water quality, and cumulative effects. Excellent work is being done in these areas, and the Life in the Heartland partner organizations determined that a coordinated approach to communication would result in residents getting information, and giving input, easily.”

Partners are Alberta’s Industrial Heartland Association, AIH Land Trust Society, Fort Air Partnership, Northeast Capital Industrial Association, and Northeast Region CAER (Community Awareness Emergency Response).

Families in Fort Saskatchewan and Strathcona County were among the first to learn about **Life in the Heartland**. The partners launched the initiative at two popular local community events, Legacy Park Family Festival and the Josephburg Ag Society annual Chicken Supper. “Attendance at community events is one of the ways we can inform the community and answer questions,” Shelly says. “In addition, our plans include a combination of electronic, print and in person communication methods.”

For more information, please visit www.lifeintheheartland.com or email info@lifeintheheartland.com.

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Photo Caption: Introducing “Life in the Heartland” to the community at Legacy Park Family Festival on the weekend. Tatum and Riley Enns planting marigolds with help from Alanna Gabert, member of the Fort Saskatchewan 4-H Beef Club.

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