

NEWS RELEASE

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For Immediate Release

Tillsonburg wins 2022 Marketing Canada Award for Wayfinding Signage

Tillsonburg, ON – The Town of Tillsonburg received high praise for its updated wayfinding signage during the recent Economic Developers Association of Canada (EDAC) Awards Gala.

120 communities across Canada made submissions to the EDAC awards in a variety of categories ranging from advertising, branding and publications, to digital marketing projects.

Tillsonburg's recognition came in the "Brand Identity / Application" category. It's the first time Tillsonburg has taken top honours in any EDAC marketing award category.

The project involved reimagining, redesigning and replacing all wayfinding signage throughout the Town of Tillsonburg. The signs were updated with the Town's current tulip leaf brand mark and signature logo. The Downtown area was featured prominently on the signs in support an ongoing "shop local" mindset. Key tourism locations were also featured.

"As a community, we encourage and support efforts that benefit area businesses, industry and tourism," says Mayor Stephen Molnar. "I'm proud of all the people who collaborated on this project. It was a community-driven project and to be recognized at the national level is further evidence of the good work we accomplished together."

Tillsonburg's wayfinding signage update project was developed and managed by the Economic Development and Marketing Department, in consultation with the community, local stakeholders, Council members and Town staff.

"Achieving this level of recognition is a great achievement for our community," says Kyle Pratt, Chief Administrative Officer. "The new signage is simple, modern and visually appealing and we're pleased that it's having such resonance."

Installation of the signs was completed earlier this year.



“We are excited to be recognized for our economic development marketing initiatives by our Canadian industry peers,” says Cephias Panschow, Development Commissioner, head of Tillsonburg’s Economic Development and Marketing Department. “We strongly believe the signage showcases Tillsonburg as a great place to visit, live, work and invest.”

A complete list of 2022 award recipients can be found on the EDAC website at <https://edac.ca/conferences-awards/marketing-awards/gallery-of-entries/>

Tillsonburg’s winning entry:

<https://edac.ca/conferences-awards/marketing-awards/gallery-of-entries/town-of-tillsonburg-wayfinding-signage-update-project-2/>

About Tillsonburg

Located 90 minutes west of the Toronto area, Tillsonburg offers companies a strategic location in Ontario’s agriculture and manufacturing heartland. With low business and development costs, progressive policies and a high-speed fibre optic network, Tillsonburg is home to more than 600 regional, national and international companies. To find out more about Tillsonburg, visit www.tillsonburg.ca or www.DiscoverTillsonburg.ca.

The essence of Tillsonburg is captured in three words:

Connected – A strong sense of community, a history of engagement and collaboration, and strong connections to surrounding markets based on a strategic location within Southwestern Ontario

Enriched – A high quality of life evidenced by community centres/programs, opportunities to be meaningfully involved, abundance of parks and green spaces, and a rural/urban influence that combines for a sustainable, comfortable pace

Inspired – An entrepreneurial spirit and strong rural work ethic with leadership in agri-business and related ventures and a track record of “Made in Tillsonburg” solutions

CONTACTS:

Stephen Molnar, Mayor
Town of Tillsonburg
smolnar@tillsonburg.ca
519.688.3009 ext.3234

Kyle Pratt, Chief Administrative Officer
Town of Tillsonburg
kpratt@tillsonburg.ca
519.688.3009 ext.4000