



**MEDIA RELEASE  
FOR IMMEDIATE RELEASE**

February 25, 2021

**Smiths Falls receives Lieutenant Governor award for PICNIC program**

**Smiths Falls** – The Town of Smiths Falls is pleased to announce that the Smiths Falls Economic Development & Tourism department’s PICNIC program has been awarded the Lieutenant Governor’s award for Marketing Excellence from the Economic Developers Council of Ontario (EDCO).

“We are so honoured to have received recognition for our shop local programs this year,” said Jennifer Miller, Manager of Economic Development & Tourism. “The Lieutenant Governor’s award is very special and reflects the hard work that went into developing and promoting the program last year during the peak of the pandemic. Our businesses, like so many in Ontario have worked hard to survive the pandemic and we were pleased to be able to support them with small, micro-economic injection programs that boosted our local economy.”

In January 2021, the Town of Smiths Falls’ PICNIC program, along with the Smiths Falls & District Chamber of Commerce and Smiths Falls Downtown Business Association (DBA) Local Subscription box programs were both recognized with the Community Economic Development (Rural) award.

The PICNIC program was among two initiatives shortlisted for the award in February 2021.

According to EDCO, recipients of the Awards of Excellence are viewed as leaders in economic development. Winners in each category are eligible to receive the Lieutenant-Governors' Award for Marketing Excellence for outstanding effort in economic development.

The Smiths Falls' PICNIC program ran between June and November 2020. This program distributed 403 picnic boxes generating \$17,000 in revenue for participating businesses. The Smiths Falls Local Subscription Box program has to date generated approximately \$30,000 in revenue for 26 participating businesses through the sale of more than 340 subscription boxes.

EDCO's membership encompasses over 1,100 members and is Canada's largest professional economic development association. The EDCO Awards of Excellence is an annual program coordinated through the EDCO Awards Committee and seeks distinctive ideas and initiatives that can become economic development best practices in future.

Cutlines:

Picnic-1, Picnic-2, Picnic-3: Promotional materials, no cutlines.

Picnic-4: (left to right) Becky Allen, Economic Development & Tourism Coordinator; Shawn Pankow, Mayor, and Jennifer Miller, Economic Development & Tourism Manager, stand in front of Town Hall with the Lieutenant Governor's Award for Marketing Excellence and the Community Economic Development (Rural) Award.

Picnic-5: Rob Nolan, City of Brockville Director of Economic Development and EDCO Board Member (far right) visited Smiths Falls on Feb. 24 to present the Economic Development & Tourism department with the Lieutenant Governor's Award for Marketing Excellence and the Community Economic Development (Rural) Award. From left to right: Shawn Pankow, Mayor of the Town of Smiths Falls; Becky Allen, Economic Development & Tourism Coordinator; Jennifer Miller, Economic Development & Tourism Manager; and Rob Nolan.

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