



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*

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## *Media Release*

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### **INDY PARTNERSHIP TO RECEIVE AWARD AT ECONOMIC DEVELOPMENT CONFERENCE**

*Indianapolis, IN-based Organization Recognized for its Newsletter*

Acknowledging Indy Partnership for its exceptional newsletter, the International Economic Development Council (IEDC) will present an award to the Indianapolis, Indiana-based organization at IEDC's Annual Conference, which is scheduled to take place in Reno, Nevada, October 4-7. Indy Partnership will be noticed for this achievement during an awards ceremony on Tuesday, October 6th.

"Furthering economic development is rarely a simple task in the best of times, and advancing the cause in the midst of a global financial crisis is nothing less than arduous," said Ian Bromley, IEDC chair. "As the consequences of the widespread economic turmoil have taken hold, we have seen our members become even more ardent proponents of economic development, flying in the face of one of the most challenging economic environments we have experienced in our careers. We proudly present this award to Indy Partnership for its superior work during these difficult times."

Competing in the category of Newsletters/Newspapers by organizations serving areas with populations exceeding 200,000, Indy Partnership's entry, Indy InSite™, was a clear standout. Indy InSite is a monthly electronic newsletter that is distributed nationally to consultants, business leaders and investors. The newsletter is strategically named with the same moniker as Indy Partnership's GIS mapping and data center to increase name recognition and awareness of the organization's advanced economic development tools. Indy InSite prioritizes data and information downloads, quick-read facts and figures, and multimedia that appeals to a broad economic development audience. Indy InSite is distributed simultaneously by Indy Partnership through ExactTarget e-mail marketing and national partner opt-in databases.

The International Economic Development Council (IEDC) is headquartered in Washington, DC. Its mission is to provide leadership and excellence in economic development for communities, members and partners. IEDC's professional economic development awards annually recognize excellence in the economic development profession.

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