

## **NEWS RELEASE**

**September 17<sup>th</sup>, 2015**

### **FOR IMMEDIATE RELEASE**

#### **Town of Tillsonburg Rejoins the Southwestern Ontario Marketing Alliance**

After a two year hiatus, the Town of Tillsonburg recently recommitted to annual membership in the Southwestern Ontario Marketing Alliance (SOMA). The Southwestern Ontario Marketing Alliance is one of the longest established regional marketing organizations in the Province of Ontario which caters to the needs of small and mid-size municipalities seeking foreign direct investment opportunities. Current members of SOMA include Aylmer, Ingersoll, Stratford, St. Thomas, Tillsonburg and Woodstock.

“It is with great pride that we welcome Tillsonburg back into the organization and we look forward to their active participation in delivering a foreign direct investment program that fits the needs of all of the member communities”, says Len Magyar, President. “There is no question that by working collaboratively our member municipalities can deliver their ‘investment ready’ message much further afield and much more economically than they can hope to do on their own”, he adds.

Membership in SOMA offers communities access to approximately five foreign trade events, membership in several other regional economic organizations and their activities as well as any investment missions that SOMA leads. According to Magyar, municipalities going it alone would have to spend 4 to 5 times more than the price of membership in SOMA to achieve the same level of activity so in a cost conscious environment it just makes sense to cooperate with similar minded partners.

“In our past experience, SOMA was very successful in generating a large number of leads and contacts for their members, including Tillsonburg; however, there were some challenges in terms of managing these opportunities, says Tillsonburg Development Commissioner Cephas Panschow. “With a new strategic plan and a commitment to immediately implement a number of the key action items, including more assistance to complete the necessary follow up on investment opportunities, Tillsonburg believes that there is an increased likelihood of realizing investment from SOMA’s activities.”

Mayor Stephen Molnar of Tillsonburg affirmed that he has been impressed with the work that SOMA has done in the past and looks forward to opportunities where he can once again be actively involved. "SOMA has very effectively leveraged partnership resources and Tillsonburg has historically benefitted from this cooperative model to economic development. SOMA as a collective group of municipalities is able to identify potential development opportunities and participate in strategic meetings with clients who are involved in the site selection process." Molnar indicates that Tillsonburg is looking forward to being actively involved with SOMA programs again and benefiting from the leads the organization generates for the community.

**-30-**

**CONTACTS:**

Len Magyar  
President – Southwestern Ontario Marketing Alliance (SOMA)  
(519) 539-2382 ext. 2112

OR

Cephas Panschow  
Development Commissioner  
Town of Tillsonburg  
(519) 688-3009 ext. 3250