

WE ARE THE STORY VIDEO LAUNCH KICKS OFF MILTON'S NEW ECONOMIC DEVELOPMENT CAMPAIGN

Milton's economic development department has officially launched their We Are the Story campaign with the release of a made-in-Milton video that showcases the community through the eyes, words and experiences of the people who live and work here.

The concept for the video was inspired by local stories and community feedback gathered during Milton's recent corporate rebrand. The video has been created to present a snapshot of Milton and aims to inspire the community to share their own stories about incredible local talent, thought leadership and innovative businesses growing in Milton.

"We know that young, educated professionals are attracted to our community because they see Milton as a

place of possibility," said Andrew Siltala, the Town of Milton's director of strategic initiatives and economic development. "This campaign is the beginning of a year-long effort to discover and help share the real stories of innovation happening across our community."

Throughout the summer, Milton is encouraging businesses and community members to share their personal success stories for the opportunity to be featured in future economic development marketing campaigns.

The town will be looking for stories that exemplify the highly-skilled local talent that lives and works in Milton, as well as professional stories that demonstrate innovative leadership and entrepreneurial spirit. The Milton economic

development team will collect and feature local stories from businesses of all sizes growing in Milton.

The community is encouraged to submit descriptions of innovative projects, partnerships, technologies and solutions being created locally.

Stories that emphasize the diversity of talent and opportunity that exists in Milton can be submitted online until Aug. 31, 2018.

To watch Milton's We Are the Story video or to submit a story, visit www.milton.ca/Possibility.

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