



**MEDIA RELEASE**

**Monday, April 6, 2009**

On March 31/09 at the 9<sup>th</sup>. Annual Ontario Business Improvement Area Association Conference, the Downtown Oshawa BIA was honoured with an award for Marketing and Communications.

The Ontario BIA Association (OBIAA) and the Toronto Association of Business Improvement Areas (TABIA) recognize the best that Business Improvement Association revitalization and management has to offer. Consultants, practitioners, communities and organizations involved in all aspects of BIA renewal were invited to submit case studies that showcase innovation and vision that has made a difference. Within the five categories that cover all aspects of management, development, marketing and communication, the BIA Achievement Awards celebrate and communicate the most successful and innovative efforts in Ontario BIA development.

The Downtown Oshawa BIA received their award for developing an insightful multi media campaign, focusing on a program that improved the image and vitality of their district, which included print, electronic media, and television. They are honoured to have received the award and are appreciative that the work was recognized by the OBIAA and TABIA. Tony Vander Baaren, Vice-Chair of the Downtown Oshawa BIA and Vivian Sled, Office Administrator for the Board attended the conference to receive the award in front of their peers at the Delta Chelsea Hotel in Toronto.

The Oshawa BIA would like to thank Tony Vander Baaren for his assistance and his creativity throughout the 2008 campaign. His involvement as a Volunteer on the Oshawa BIA included writing and producing the award winning commercial, and providing the creative for the event driven print ads. The Oshawa BIA would also like to thank downtown business member Wes Evans for directing and editing the commercial on a volunteer basis, and for his involvement in bringing volunteer actors and industry volunteers on side throughout the seventeen hour shoot.

Special thanks to Vivian Sled for coordinating the downtown business locations used for the various shots, and for making arrangements as required throughout the filming of the commercial **“Everything’s Here For You”**. The Board is very pleased to announce that except for the cost of feeding the volunteers, there were no other associated costs to produce the commercial on behalf of the downtown members. To view the award winning commercial, please visit [www.downtownoshawa.ca](http://www.downtownoshawa.ca) and click on BIA Information.