



**ECONOMIC DEVELOPMENT COMMISSION
OF FLORIDA'S SPACE COAST**

FOR IMMEDIATE RELEASE

CONTACT: Dina Reider-Hicks, Senior Director, Marketing & Policy Development
(321) 638-2000
DReider-Hicks@SpaceCoastEDC.org

EDC Receives Two Awards from International Economic Development Council

Brevard County, Fla. (September 21, 2011) – The Economic Development Commission of Florida's Space Coast (EDC) is pleased to announce that it has received two Excellence in Economic Development Awards from the International Economic Development Council (IEDC). The honor was presented at an awards ceremony on Tuesday, September 20 during the IEDC Annual Conference in Charlotte, North Carolina.

The EDC, in conjunction with SCB Marketing, received an Excellence in Economic Development Award for *SpaceCoast Business Magazine* in the category of Magazines for communities with populations over 500,000.

Spacecoast Business magazine is synonymous with business success in Brevard County. This award-winning monthly magazine is considered the most respected and influential business brand on the Space Coast, reaching over 121,000 readers and 27% of adults with household incomes that are \$75,000 and above. The magazine captures the spirit of the community and serves as a cooperative and unbiased forum for local business leaders and organizations to share their best practices in areas that directly impact economic development.

Additionally, the EDC received an honorable mention for Excellence in Economic Development Award for their *Space Transition Public Relations Strategy* in the category of Regionalism & Cross-Border Promotion for communities with populations over 500,000.

The flux in America's space program – in particular, the Space Shuttle retirement – provided the EDC with an opportunity to develop a proactive, affirmative response to address questions related to the shuttle retirement's impact on the Space Coast economy. The *Space Transition Public Relations Strategy* provided an unprecedented opportunity to highlight the Space Coast's opportunities and competitive advantages.

-more-

Page 2 - EDC Receives Two Awards from International Economic Development Council

"We recognize the Economic Development Commission of Florida's Space Coast for providing successful strategies to promote new standards in economic development in this period of global recovery," said Dennis Coleman, IEDC chair. "Our awards honor organizations and individuals for their efforts in creating positive change in communities. They demonstrate that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities."

"I am pleased to see the EDC's efforts receive such a prestigious honor from a well respected economic development organization," said Lynda Weatherman, president & CEO of the Economic Development Commission of Florida's Space Coast. "The EDC prides itself on its ability to create comprehensive, targeted pieces that generate a positive impression of our community."

The Excellence in Economic Awards Program annually recognizes the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. The program honors organizations and individuals in 28 categories for their efforts in creating positive change in urban, suburban, and rural communities.

About the International Economic Development Council

The International Economic Development Council (IEDC) is the premier membership organization dedicated to helping economic development professionals create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,500 members, IEDC represents the largest network of economic development professionals in the world. IEDC provides a diverse range of services, including conferences, certification, professional development, publications, research, advisory services and legislative tracking.

About the Economic Development Commission of Florida's Space Coast

The Economic Development Commission of Florida's Space Coast is dedicated to attracting new business and investment and expanding existing industry throughout the Space Coast, influencing change on government laws and regulations affecting economic development, promoting the Space Coast to encourage new investment, supporting efforts of Space Coast military installations, and relaying new programs and procedures to assist manufacturing and high tech companies. The EDC is a private, not-for-profit coalition whose stakeholders are business leaders committed to the economic growth and stability of Florida's Space Coast. Visit www.SpaceCoastEDC.org.

###