



“The City We Share” wins national marketing award

Tuesday, March 15, 2022 (Wetaskiwin, Alberta) - The City of Wetaskiwin’s Economic Development and Communications Departments have received national recognition as the recipient of a highly esteemed award from the Economic Developers Association of Canada (EDAC).

[“The City We Share” The City of Wetaskiwin Rebranding](#)” was selected by EDAC as one of the winning submissions for their 2021 Marketing Canada Awards Campaign, which focuses on the future of economic development and highlighting up-and-coming best practices in marketing and community initiatives.

“Community participation is what made our rebranding so successful,” said Mayor Tyler Gandam. “The community coming together to develop one vision of what they want the city they live in to look like is truly what makes Wetaskiwin “The City We Share.””

The City won in the Brand Identity category, acknowledging the City’s work, with the aid of McKim Communications, in developing an identity that encapsulates feedback from residents who participated in the City’s 50-Year Community Vision and Values process.

The Communications and Economic Development Departments worked closely with McKim Communications to develop a communications strategy and brand foundation that focuses on Wetaskiwin’s intrinsic values and welcoming character. “Wetaskiwin, The City We Share” expresses the meaning behind our name, which comes from Cree expressions, “Learning to live on the land together,” or, “When you welcome your neighbour every day, that is Wetaskiwin.” It is aspirational, recognizing where we come from and where we want to go. It reflects the place we are committed to becoming.

One objective of the City’s rebrand is to better position Wetaskiwin to visitors, prospective new residents, and businesses, while creating a brand foundation that engages locals in celebrating and promoting the city.

[EDAC](#) is Canada’s national organization of economic developers, pursuing excellence in the field since 1968. With more than 1,000 members from coast to coast to coast, EDAC delivers a comprehensive program of:

- Professional development, including the Ec.D. - Canada’s nationally recognized designation for economic developers
- Networking and information sharing opportunities with a national perspective
- Tools and resources - both on and offline - for economic development in Canada



**About the City of Wetaskiwin**

Wetaskiwin is a secure, connected, and inclusive community, home to a diverse population of nearly 13,000 people. Located only 30 minutes south of the Edmonton International Airport, the City of Wetaskiwin provides a high quality of life through ample recreation opportunities, diverse cultural activities, and a modernized, business-friendly downtown.

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