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For Immediate Release:

## **BUSINESS OPPORTUNITIES IN THE SEA TO SKY CORRIDOR SHOWCASED**

WHISTLER- Nearly 300 invited guests were formally welcomed by members of the Squamish and Lil'wat Nations to their traditional shared territories, and West Vancouver-Sea to Sky MLA Joan McIntyre to learn of business opportunities in Squamish and Pemberton.

"The Sea to Sky corridor represents a significant business growth opportunity for the Province of British Columbia," said Joan McIntyre. "The 2010 Winter Games represents a perfect platform to showcase the best that Squamish and Pemberton have to offer. The Province was pleased to support this successful event as part of our 2010 Business Hosting program."

Squamish Mayor Greg Gardner took the podium to highlight his community's place as the 'Outdoor Recreation Capital of Canada' at the heart of the Sea to Sky corridor. He then thrilled the crowd by introducing Squamish residents and Olympians, Rob Fagan and, Gold Medallist, Maelle Ricker. "But we are more than just recreation," Mayor Gardner went on to say, "we represent a tremendous opportunity for businesses to access an increasing knowledge-based young, active demographic within a stunning environment"

"One of the most important opportunities within Squamish will be the redevelopment of the Squamish Oceanfront." Gardner continued, "it represents a plan that is supported by the community for its attention to social, environmental and fiscal responsibility".

Pemberton Mayor Jordan Sturdy took the stand to highlight his community's young, educated and growing demographic and the excellence platform for business Pemberton and District presents. "Our vibrant and engaged Economic Development Commission highlights the community's commitment to welcoming investment and job creation into the Pemberton valley.

The event was held up again briefly to allow everyone to watch Pemberton resident Ashleigh McIvor, win the Gold medal in the Women's Ski Cross.

Schramm Organic Vodka was showcased as a shining example of how a business can start and prosper in Pemberton. "As one of the only organic Vodka producers in the world, Schramm Organic Vodka represents the environmental values and entrepreneurial spirit of our residents," noted Mayor Sturdy.

Page two

The event closed with Peter Mansbridge's keynote address including several personal observations and anecdotes highlighting the best that Canada has to offer – including service, diversity and pride - qualities amply evident in the host communities.

- 30 -

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