



The Town of Edson

Communications Plan



2024



Through the strength of our communication, we turn **challenges** into **opportunities**.



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Introduction

Recognized for its scenic beauty, cultural heritage and forward-thinking governance, the Town of Edson is committed to promoting a transparent, inclusive, and engaging dialogue with all stakeholders. The essence of our Communications Plan is rooted in the strategic priorities that guide our Town's operations and development.

The Town of Edson prioritizes communications as the cornerstone of our community's well-being, growth and mutual understanding. This Communications Plan is designed to be the blueprint for how the Town communicates with residents, workers, businesses, visitors, and new community members. It also highlights opportunities and initiatives to establish efficient and consistent communication practices and strengthen the Town of Edson's community engagement.

Community Context and Demography



The Town of Edson is located in west-central Alberta in Yellowhead County, 192km West of Edmonton.



Some Town demographics from [Statistics Canada](#):

- Population is 8,374
- Average age is 39.1
- Median after-tax income of economic family is \$99,000.00
- Indigenous identity in private households is 8,130



The Town of Edson is located on Treaty 6 territory, the traditional and ancestral lands of the Nehiyawak, Saulteaux, Siksika, Piikuni, Kainai, Dene, Nakota Sioux, and the Otipemisiwak (Métis) Nations.



In the spirit of Truth and Reconciliation, The Town focuses on several initiatives, such as the land acknowledgment policy, continued learning for Council and Staff, and increased partnerships with local Indigenous groups.

Communications Overview

Goal

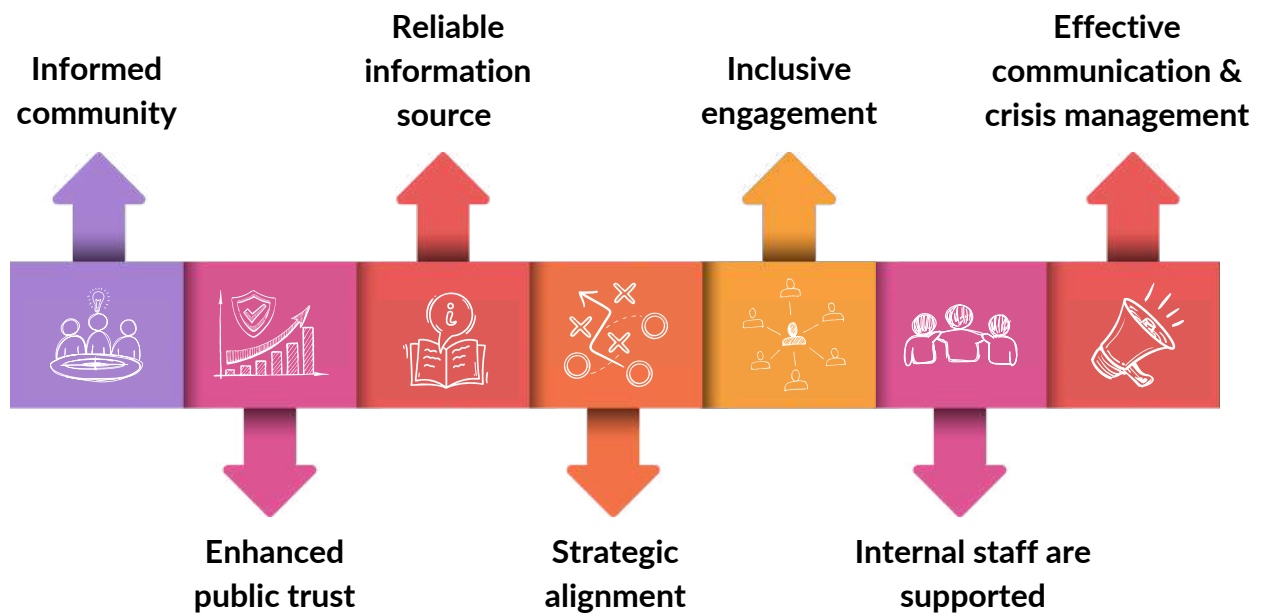
The goal of communications at the Town of Edson is to facilitate an open, inclusive, and engaging dialogue, keeping all stakeholders informed and involved, thereby supporting the Town's well-being and development.



Successfully engaging in thorough communications allows the Town to achieve several critical objectives:

- **Relay vital information** efficiently and effectively to all segments of our community, ensuring that everyone, from long-standing residents to newcomers and visitors, is well-informed and up-to-date.
- **Be the primary source of information** and thus provide accurate information about our Town's initiatives, achievements, and challenges, ensuring transparency and community understanding about decisions.
- **Build and sustain trust** among our community members. Trust is the foundation of any community, and by engaging in open, honest, and regular communication, the Town ensures a strong sense of confidence in municipal governance.
- **Promote understanding** of Town processes, decisions, and policies. Everyone is better empowered when equipped with a thorough understanding of how and why the Town operates the way it does.

Desired Outcomes



Guiding Principles

- **Transparency:** Committing to open, honest communication that builds trust and credibility.
- **Inclusivity:** Ensuring that community members have access to information and opportunities to engage.
- **Engagement:** Actively seeking participation from all sectors of the community.
- **Responsiveness:** Quickly and effectively addressing concerns and feedback from the community.
- **Accuracy:** Providing timely, fact-based information that residents can rely on.
- **Cultural Sensitivity:** Respecting the diverse cultural heritage of the Town in all communications.

The Process

This Communications Plan was developed with input from:

- **Communications Audit:** A Communications Audit conducted in 2023 served as a foundation for assessing the current state of the Town's communication. It

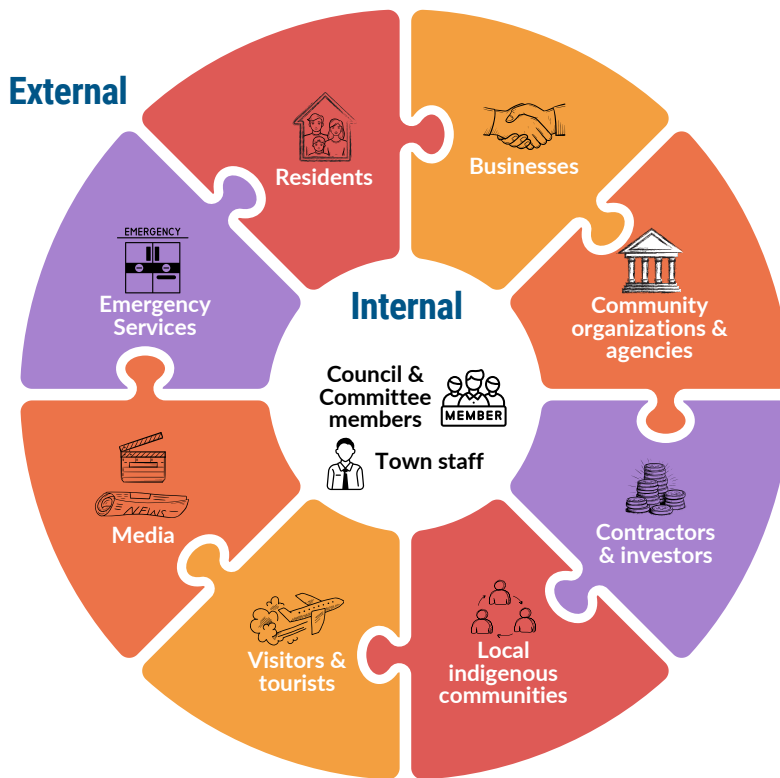
provided valuable insights through a survey of the community and the Senior Leadership Team (SLT), as well as focus groups with employees.

- **Benchmarking:** A review of Communications Plan documents from 10 comparable municipalities provided a benchmark for best practices and innovative approaches in municipal communication. This analysis has guided the development of effective strategies that are adaptable to the Town's unique context.
- **Stakeholder Interviews:** Interviews with key internal stakeholders, particularly those involved in crisis communication, offered insight into the critical aspects of managing communication and maintaining public trust during emergencies.
- **Document Review:** An extensive review of existing communication documents identified gaps in current practices and opportunities for enhancement of the Town's communications.

Core Functions of the Communications Plan

- **Information Dissemination:** To keep all stakeholders informed about Town developments, initiatives, and events.
- **Community Engagement:** To facilitate a two-way dialogue with the community, encouraging feedback, participation, and collaboration.
- **Crisis Communication:** To manage and communicate effectively during all future emergencies or sensitive situations.
- **Promotion:** To highlight the Town's scenic beauty, cultural heritage, and forward-thinking governance, attracting new residents, businesses, and visitors.
- **Support for Strategic Priorities:** To align communication efforts with the Town's strategic priorities, enhancing operations and overall community development.

Target Audiences



Target Audiences & Best Communications Tools

Target Audiences	Tools for Regular Communications	Tools for Crisis Communications
EXTERNAL		
Residents	<ul style="list-style-type: none"> • Town website, Report-a-Problem portal • Town app • Social media (Facebook, Instagram, X) • Council highlights • Media releases • Bulletin boards • Advertising (print, radio, online) Public meetings/open houses • Direct mail • Surveys • Newsletters • Annual report • Regional billboards • Digital signage 	<ul style="list-style-type: none"> • Emergency alert systems • Town app • Dedicated crisis hotline • Social media updates • Press conferences • Email and SMS alerts • Digital signage

Target Audiences & Best Communications Tools

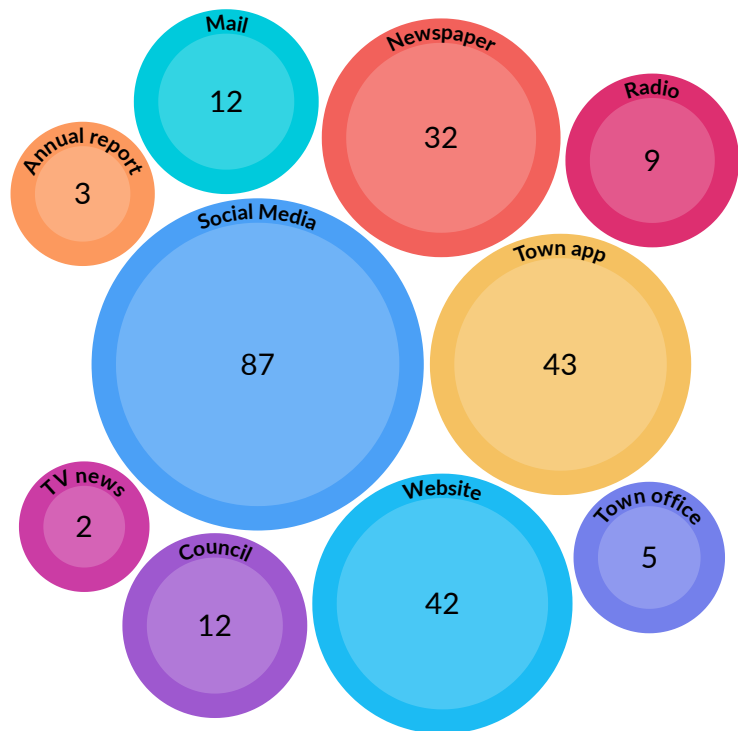
Target Audiences	Tools for Regular Communications	Tools for Crisis Communications
EXTERNAL (CONT.)		
Businesses	<ul style="list-style-type: none"> • Business association meetings/Chamber of Commerce • Economic Development Officer/ Business visitations • Email bulletins • Town website • Networking events • Direct mail • Annual report 	<ul style="list-style-type: none"> • Direct liaison through business associations • Targeted emails and SMS
Community Organizations and Agencies	<ul style="list-style-type: none"> • Partnership meetings • Newsletters 	<ul style="list-style-type: none"> • Coordinated response plans • Joint information systems
Contractors and investors	<ul style="list-style-type: none"> • News bulletins • Direct correspondence • Economic Development Officer /Business visitations 	<ul style="list-style-type: none"> • Direct lines for crisis communication • Urgent updates via web portals
Local Indigenous Communities	<ul style="list-style-type: none"> • Regular community outreach programs • Town app • Website • Liaison communications 	<ul style="list-style-type: none"> • Direct community liaisons • Town app
Visitors and Tourists	<ul style="list-style-type: none"> • Tourist information centres • Social media channels • Visitor-friendly website sections • Brochures and flyers at key locations (library, museum, hotels, attractions, Visitor Information Centre) 	<ul style="list-style-type: none"> • Mobile alerts • Updates via tourism apps • Information posted in public areas often visited by tourists
Media	<ul style="list-style-type: none"> • Press releases • Media events • Town website press section 	<ul style="list-style-type: none"> • Press briefings and statements • Media hotline • Real-time updates on the town website • PIO email contacts

Target Audiences	Tools for Regular Communications	Tools for Crisis Communications
EXTERNAL (CONT.)		
Emergency Services	<ul style="list-style-type: none"> Regular inter-agency meetings Joint training exercises Shared communication platforms 	<ul style="list-style-type: none"> Integrated communication command centre Real-time inter-agency digital communication channels
INTERNAL		
Town Employees	<ul style="list-style-type: none"> Intranet Internal newsletters Email updates Staff meetings and briefings Word of mouth 	<ul style="list-style-type: none"> Internal alert systems Emergency staff meetings Crisis communication training and drills
Council and Committee members	<ul style="list-style-type: none"> Briefing documents Email updates Dedicated web portal 	<ul style="list-style-type: none"> Special briefings Secure hotline for urgent communication

Communication Preferences - From 2023 Audit Report

Q | Which of the communication channels do you use to receive news about the Town?

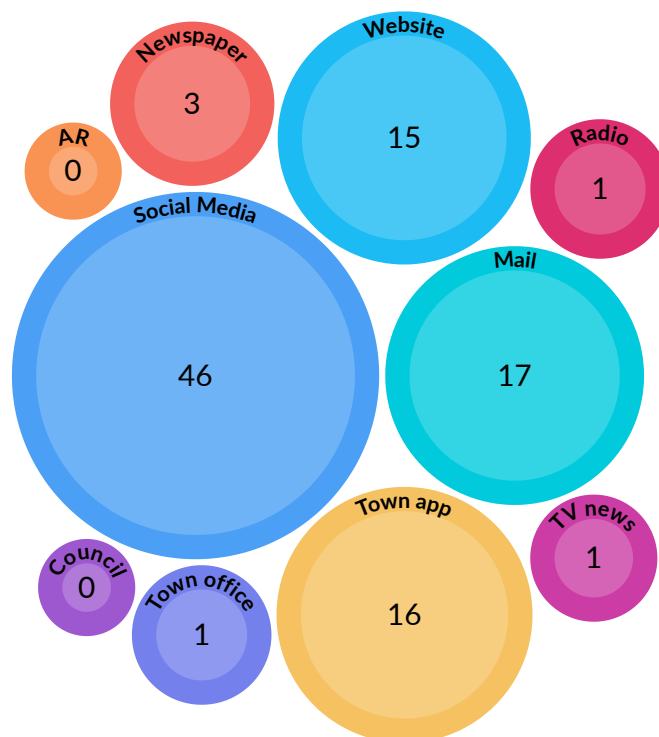
Mail	12.07
Website	41.95
Social media	87.36
Town office	4.6
Council	12.07
Television news	1.72
Radio	9.20
Newspaper	31.61
Annual report (AR)	3.45
Town app	42.53



Communication Preferences - From 2023 Audit Report (Cont.)

Q | How would you prefer to receive information from the Town? (Most preferred channel)







Mail	16.57
Website	15.43
Social media	46.29
Town office	1.14
Council	0.00
Television news	0.57
Radio	1.14
Newspaper	2.86
Annual Report (AR)	0.00
Town app	16.00



Strategy and Tactics

01 Planning, Integration and Cross-Channel Coordination:

Leverage traditional and digital media to create a seamless communication flow.

-  **Communications Planning:** To organize and guide communication efforts for specific projects and activities. *Refer to Appendix I for our Communications Planning Sheet.*
-  **Central Message Repository:** Establish a central content calendar to ensure consistent messaging across all channels. *Our Procedures for Communications can be found in Appendix II.*
-  **Unified Brand Voice:** Develop a style guide that reflects the Town's values and ensure it is applied across all media. Components of the guide include:
 - Tone and voice
 - Grammar and language usage
 - Branding and logo usage
 - Visual guidelines
 - Accessibility
 - Social media guidelines
 - Formatting and layout
-  **Integrated Campaigns:** Design campaigns that span multiple platforms, reinforcing the message through various touchpoints.
-  **Digital Media:**
 - **Website and Town App as a Hub:** Use the Town's website and app as the central hub for information, updating regularly with news, events, and alerts.
 - **Social Media Alignment:** Utilize social media platforms to extend the reach of content, with tailored messages for each platform's audience.
 - **Email Newsletters:** Send regular newsletters that summarize important information and link back to the website for more details.
-  **Traditional Media:**
 - **Press Releases:** Distribute press releases to local newspapers, radio, and TV stations for broader coverage. *Refer to Appendix III for a Sample Press Release.*

- **Public Notices:** Use community bulletin boards, Townhall, and other public places to display notices.
- **Print Materials:** Provide informational brochures, flyers, and direct mailers that direct to the website or digital platforms for more information.



Engaging Content:

- **Infographics:** Create infographics that explain complex information in a visually appealing way.
- **Video Content:** Develop video messages from Town leaders for distribution on various platforms.
- **Interactive Tools:** Integrate polls, surveys, and interactive maps on digital platforms to engage with the community



Engagement:

The Town promotes an environment that encourages active participation from all stakeholders, adhering to the International Association for Public Participation (IAP2) Spectrum of Public Participation. This is affirmed in the Town’s regular Communications Audit.

IAP2 Spectrum of Public Participation



IAP2’s Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public’s role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

		INCREASING IMPACT ON THE DECISION				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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03

Transparency:

The Town is committed to open communication to build trust and credibility within the community using the step-by-step approach below:







Crisis Communications Plan

The Town of Edson's Crisis Communications Plan supports our current Emergency Management Plan and is designed to guide Town leadership and communicators to effectively respond during all future emergencies. Its purpose is multifaceted:

- To ensure that accurate and timely information is disseminated to minimize misinformation.
- To maintain public safety and trust.
- To uphold the Town's reputation.
- To provide clear instructions and information to all stakeholders during uncertain and often fast-moving situations.

Key Objectives of The Plan

-  **Protect public safety** by ensuring that accurate and timely information reaches all community members.
-  **Provide clear, accurate, and timely information** to prevent the spread of misinformation, keeping all stakeholders informed about the latest developments and the Town's response.
-  **Uphold public trust and maintain the Town's credibility** with responsive and transparent communication in a crisis.
-  **Support the Town's Emergency Management Plan:** Assist current emergency response efforts.

Activation of the Crisis Communications Plan

The Director of Emergency Management will activate the Crisis Communications Plan in conjunction with the opening of Edson's Emergency Coordination Centre (ECC).

Potential Threats

Below are the types of threats that may affect the Town and its residents. Though not exhaustive, this list is meant to provide a premise for communications planning. Refer to the Town of Edson's Emergency Management Plan for a comprehensive list of potential threats.

Natural Disasters



Wildfires



Flooding



Snowstorms/Extreme
Cold Weather



Tornadoes



Earthquakes

Public Health



Spill of Hazardous
Materials



Pandemic



Environmental
disasters

Public Safety



Threat of Public
Harm



Disruption of
Essential
Services

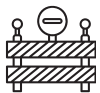


Civil Unrest
/Violent Public
Protest



Infrastructure Failures
e.g bridges, roads,
utility lines

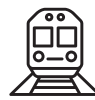
Transportation Accidents



Highway
Closure



Unplanned Street
Closures



Railway
Emergency



Airport
Emergency

Town of Edson Crisis Management Assignments



Top-Level:

- Crisis Communications Leader / Public Information Officer
- (PIO) Communications team members



Support-Level:

- Liaison Officers
- Contracted communications support as required



Operational Approach:

- Web and Town app updates
- Social media management
- Media relations
- Emergency alerts

Stakeholders/Partners

- Town employees, including Town leadership.
- Government agencies: some include Alberta Emergency Management Agency (AEMA), Alberta Health Services (AHS), Alberta Emergency Alert, Edson Fire Department, Royal Canadian Mounted Police (RCMP).
- Community partners: some include non-profit organizations, schools, places of worship, local businesses.
- Media: some include, Edson Anchor, New Country West, XM 105 Radio, Edmonton Media.
- Other neighbouring municipalities: Yellowhead County, Town of Hinton, Municipality of Jasper, Town of Whitecourt, and Town of Grand Cache.

Crisis Messaging Strategy



01 Pre-Crisis Preparation

An emergency page has been set up for ALL of the latest information relating to an emergency: www.edson.ca/services/emergency - Quick link www.edson.ca/emergency. This will only be activated during an emergency and will be regularly updated throughout any emergency.

A website banner will be used for emergency alert information, and a website pop-up will have a link to the emergency page. Blog posts will be used to highlight smaller, more concise information.

Other Key Activities:

- Risk assessment
- Emergency Response Plan – existing
- Prepare templates for public announcements, social media posts, and press releases in advance. *A sample press release can be found in Appendix II.*
- Training and drills
- Identify and secure resources
- Foster partnerships and collaborations
- Public education and awareness
- Identify and establish technology and tools

02 During a Crisis

Message Development:

Establish the facts as quickly as possible and craft clear and concise messages with a focus on:

- What is known
- What is not known
- What is being done, and
- What is being planned

It is essential that all messages align with current information and directives from Incident Command. Key points for effective message development include:

- 1 Clarity and Simplicity:** Messages should be clear and straightforward, avoiding technical jargon to ensure they are understandable to all community members.
- 2 Accuracy and Timeliness:** Information must be accurate and provided in a timely manner to prevent the spread of rumours and misinformation. As new information becomes available, regular updates should be given. Verify information before sharing.
- 3 Consistency:** Consistent messaging across all communication channels is vital to ensure coherence and prevent confusion. All spokespeople and communication channels must relay the same information.
- 4 Relevance:** Focus on providing information that is directly relevant to the safety and well-being of the community. Tailor messages to address the specific needs and concerns of the community during the crisis; this includes what actions the public should take to protect themselves and others.
- 5 Empathy and Sensitivity:** Messages should be crafted with empathy and sensitivity to the emotions and experiences of the community. Recognize the possible impact of the crisis on all individuals, and communities, and be prepared to offer support and resources
- 6 Authority and Trustworthiness:** Communications should come from recognized and trusted sources within the EOC (including Town Administration) to ensure public confidence in all shared information.
- 7 Actionable Guidance:** Provide clear instructions on what actions individuals and businesses need to take. Actionable steps should be clearly outlined, whether it be evacuation orders, conserving water, shelter locations, safety precautions, emergency contact details or checking on neighbours.
- 8 Accessibility:** Ensure that communications are accessible and widely distributed to all community members, including persons with disabilities and those without access to digital communication tools.
- 9 Monitoring and Feedback:** Monitor the public's response to messages and be prepared to possibly address questions, concerns, and misinformation. Use feedback to adjust future communications and fill in information gaps.
- 10 Coordination with Other Agencies:** All distributed messaging must be coordinated with all involved stakeholders, including emergency responders, government agencies, community organizations, and media outlets. This includes sharing resources and support as needed.

Multi-channel Distribution:

The Town will distribute messages using various communication channels, including the Town website, Town app, social media, email alerts, local news, and public address systems.



Key Points to Note

Diverse Channel Usage: Several channels will be used to disseminate information, including social media, Town websites, Town app, local news outlets, email alerts, SMS, and public announcement systems.

Channel Specificity: Messages will be tailored to fit the format and audience of each platform. For example, more detailed updates may be posted on the website and Town app, while concise alerts may go on social media and SMS.

Real-Time Updates: The community will receive real-time updates as the situation evolves. Such updates will include changes in the crisis status, new instructions for public safety, and updates on emergency services.

Resource Sharing: We will use all channels to share links to resources, such as maps, evacuation routes, shelter locations, and emergency contacts, and we will keep these resources up-to-date.


Preparedness and Training: Before a crisis hits, we will ensure that our communications team is trained and prepared to manage multiple channels effectively. This includes backup personnel who can step in if primary team members are unavailable.

Edson Emergency Alert:

Disaster Services and Emergency Management are in place in the Town of Edson to work towards minimising risks and ensuring residents are as safe as possible in the event of a disaster. Refer to <https://www.edson.ca/town-office/protective-services/disaster-services> for information on Disaster Services and Emergency Management for the Town of Edson, including information on what residents can do to be prepared, 72-hour emergency kits, emergency alerts, and being prepared to evacuate.


The Alberta Emergency Alert (AEA) system is used by the Town of Edson to alert residents and visitors on developing emergencies or serious incidents within the community. This alert system provides critical information about developing and immediate disasters. Alerts are distributed through various means: radio, television, websites, X, Facebook, and the Alberta Emergency Alert App.

Other Considerations for Emergency Alerts:



-  Consider the deployment of a third-party alert system such as Everbridge. This can come in handy when an emergency in the Town does not meet the AEA's emergency alert threshold. Some benefits of a third-party app:
 - It allows for more detailed and customised messaging tailored to the specific needs of the Town.
 - It supports communication across multiple channels simultaneously, including the ability to ring landlines, ensuring broader reach and accessibility.
 - It can send targeted alerts to specific groups or geographical areas.
 - It can provide detailed reporting and analytics, which aid in improving future responses.

Consider joining the Alberta First Responders Radio Communications System (AFRRCS), a two-way radio network for first responders in municipal, provincial, and First Nations agencies across the province. Some benefits include:

- AFRRCS provides a platform for multiple agencies to communicate seamlessly during emergencies.
- Facilitates better coordination among first responders.
- The dedicated radio system is less likely to experience overload or failure in a crisis.
- It allows for the instant exchange of information, enhancing situational awareness for all agencies involved.

-  Ensuring the availability of an adequate number of authorized personnel who have access to, and can issue, alerts.

Key Messages Applicable to Most Emergency Situations:

-  The welfare and safety of all community members remains the Town's utmost priority.
-  We extend our deepest sympathies to those affected.

- We are working closely with [insert organization(s)] to manage/resolve the situation.
- We will keep you updated as further details emerge.
- We are deploying all available resources to address and mitigate the issue.
- We thank our community members for their resilience and support during this time.
- We urge everyone to follow the guidelines provided by emergency services to ensure personal and community safety.
- We appreciate the dedication and hard work of our first responders, who are tirelessly working on the front lines.
- Please direct any offers for assistance or inquiries to our designated hotline or website to coordinate efforts efficiently.

03 Post-Crisis Evaluation

After the crisis, the effectiveness of all deployed messaging will be reviewed, including how well messages were received. A thorough debriefing will identify successes, challenges, and lessons learned. These insights will be used to refine this Plan for future incidents.






Evaluation

The Town of Edson will gauge the effectiveness and reach of communications efforts in the following ways:

1. Conduct regular surveys and communications audits to assess communications methods, performance, and preferences and to gather community feedback.
2. Engaging in regular dialogue with diverse stakeholders for qualitative feedback, tracking complaints and their resolution to evaluate public satisfaction and efficiency of the Town's response.
3. Utilizing Google Analytics to assess website engagement and traffic sources.
4. Analysing social media metrics for insights into audience reach and interaction. Tracking the number of subscribers, followers, user ratings and mentions on Town App, Facebook, Instagram, X, YouTube, etc.
5. Monitoring and analysing media coverage to gauge public sentiment and identify prevalent community topics.
6. Tracking attendance and participation at events and public awareness initiatives.

Reporting Mechanisms

Evaluation results from the Communications and Crisis Communications Plan will be reported to ensure transparency and accountability in the following manner:

-  **Town Council:** A formal report detailing communication performance and community feedback will be presented during town council meetings.
-  **Public Dashboard:** Key metrics and insights will be shared with residents periodically.
-  **Internal Review:** A comprehensive analysis will be circulated internally to all departments to inform strategy adjustments and staff training needs.
-  **Annual Public Report:** An annual communications report summarizing performance, challenges, and improvements will be published for public review.
-  **Stakeholder Meetings:** Regular meetings with community leaders, business representatives, and emergency services will be held to discuss the effectiveness of communications and to gather input.

Continuous Improvement

The communications team will evaluate data to identify performance trends, benchmark against set objectives, and incorporate stakeholder feedback to enhance the Town's communication strategies and crisis response plans.

This will involve analysing metrics to understand the reach, impact, and reception of messages. The team will pinpoint successful tactics for replication and areas needing improvement. The team will then refine messaging, improve channel usage, and strengthen engagement methods by systematically reviewing and adjusting strategies based on outcomes and community input; an iterative process ensures that the Town's communications are effective, responsive, and continually evolving to meet community needs.

Communications Plan Review

The Town of Edson's communications team will review and update this Plan annually, ensuring that contacts and other necessary information are up to date. Adjustments will be documented and communicated to key stakeholders, and if necessary, training will be updated to reflect any changes.



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Communications Planning Sheet

Deliver the right message, in the right place, and the right time, to the intended target audience.

Project Name: _____

Project Goal: *(Reduce costs, improve quality, new service, increase awareness, etc.)*

Objectives of Communication: *(Awareness, credibility, change audience behaviour, etc.)*

Related Strategic Priorities:

Public Consultation: *Are we gathering feedback for this project, and how?*

Target Audience: *Who are we talking to? (internal/external, media, age groups)*

Key Message: *What are we trying to say?*

Key Dates: *(Open houses, deadlines, etc.)*

Preferred method of distribution?

- Social Media (Facebook/Twitter/Instagram/YouTube). Please specify if certain are required.
- Press Release
- Website
- Mobile App
- Newspaper Ads
- Radio Ads
- E-mail distribution
- Direct mailings
- Other

Project Details

How is the project being funded?

Interesting or related facts/figures:

Photos of the Project:

**Remember to include some photos before, during, and after the project. Weekly updates if it is a multi-week project. Let comms know if you need assistance with this.*

Procedures for Communications

Process	Initiating Department	Communications Coordinator
**All large scale/project based communications should start with the Communications Planning Sheet.		
News Release		
Determine is New Release is appropriate for event/project	X	X
Provide written information to be included in release (Who, What, When and Why of project)	X	
Determine timeline for release to go out	X	X
Work to fine tune Release, including Strategic Priority messaging and quotes if necessary.	X	X
Obtain approval from Director once release is complete		X
Circulate to all staff, Council and media		X
Post to website, social media, app, etc.		X
Advertising		
Create ad based on event/project	X	
Submit ad to Communications along with instructions (what papers, date to run, costing codes, request additional help with ad)	X	
Review, edit, adjust based on branding guidelines and consistency		X
Send to appropriate Media Outlet		X
***Radio Advertising campaign (aside from regular department specific programing such as 'out and about' and other campaigns) can be booked through the Communications Dept. if determined to be appropriate. Please provide details, budget, costing code, etc.	X	X
Social Media		
Determine is Social Media is appropriate for event/project	X	X
Create content for the Social Media	X	*will assist as required
Respond to comments, monitor individual FB Pages	X	X
Creating new accounts/determining need		X
Website		
Department info, editing basic information, blog posts, making minor adjustments to site	X	
Changing page layouts, adding pages, major adjustments, adding short URLs		X

News Release

Release Title

Edson, Alberta, November 1st, 2018 – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu libero sed est tempor luctus. Mauris eu ullamcorper diam, quis consequat enim. Ut non suscipit lorem, vitae faucibus purus. Aliquam condimentum, neque a vestibulum scelerisque, sapien erat placerat libero, eu condimentum lorem lacus eget magna. Suspendisse vestibulum tristique magna, in aliquet nulla eleifend vitae. Curabitur vehicula fringilla lacus, a bibendum sapien efficitur eu. Vivamus eleifend est quis turpis tristique tristique. Nullam eget lorem sit amet turpis pretium porttitor. Donec vulputate libero sed odio rhoncus, in tempus ex vehicula. Nullam sagittis vulputate ex, at euismod risus sagittis hendrerit.

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Media Contact:

Name

Communications Coordinator

Town of Edson

Phone Number:

Email:

www.edson.ca



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