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For Immediate Release

News Release

Sponsorship Opportunities – Town Facilities

Edson, Alberta, September 26, 2023 – The Town of Edson is exploring some new sponsorship opportunities, allowing residents and members of the business/industry community to get involved in supporting our facilities.

Tying into Council’s Strategic Goal of ensuring quality financial management of the Town, a new “Naming Rights” Program is being developed for the community.

“This program will provide an alternate funding stream for our facilities, as well as give our community partners the recognition they deserve. We continue to explore different financial options to help reduce the impact on our taxpayers.”

-Edson Mayor Kevin Zahara

By encouraging investment in civic assets, we can continue to build amazing facilities and provide high quality programming for the community without relying solely on tax dollars. The goal is to ensure fairness, transparency, and accountability throughout the naming right process.

Questions regarding this program can be directed to Christine Beveridge, CAO at christineb@edson.ca.

More information will be released as the program is rolled out in the coming weeks.

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