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**For Immediate Release**

# News Release

## Rural Renewal Stream Approval

**Edson, Alberta, February 26, 2025** – The Town of Edson has been officially approved as a designated community under the Rural Renewal Stream of the Alberta Advantage Immigration Program (AAIP).

The application for designation was met with large community support with over 100 letters from local businesses, organizations, and other stakeholders.

The AAIP program is designed to attract, recruit, and settle newcomers to address labour needs.

Previous concerns the Town of Edson had with the program have been addressed by the province and a new application process has been put in place.

### Key Details of the Rural Renewal Stream Program:

- The program is open to candidates who meet the AAIP eligibility criteria, including international skilled workers and those that are already residing in Canada with valid work permits.
- A new expression of interest system has been launched. After a candidate submits an expression of interest, they will be placed in a selection pool. AAIP will invite selected candidates from that pool to apply based on candidate ranking and provincial labour market needs and priorities.
- Employers in Edson will be able to recruit skilled workers and support their pathway to permanent residency.
- Approved employers will collaborate the Town of Edson's Economic Development Department to navigate the endorsement process.

A new website is also set to go live on March 3<sup>rd</sup> for local applications and information on the program. You can find this site at [www.rrsedson.ca](http://www.rrsedson.ca), or call the program's dedicated phone line at 1-587-742-8722.

Find out more general information on the Rural Renewal Stream program at <https://www.alberta.ca/alberta-advantage-immigration-program>.

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