

KIMBO Design's Move Up Prince George Website Campaign Wins The Award of Excellence in Economic Development from the International Economic Development Council

Initiatives Prince George received a Gold Excellence in Economic Development Award for its 2015 project, called move up Prince George, built by KIMBO Design in the category of Special Purpose Website for communities with populations of 25,000-200,000 from the [International Economic Development Council \(IEDC\)](#).

"Move Up Prince George" is a special purpose website created to market Prince George and connect local employers with job seekers in target markets across Canada. The site is built around a career search page that features jobs pulled from Simply Hired, as well as jobs posted by employers who have registered for a website account.

The website was intentionally designed to tell the story of Prince George from the perspective of residents through pictures, videos and blog posts. It supplies all of the information needed to find a job and move to Prince George, including background information about the city, a top ten list of reasons to move to Prince George, a detailed amenities map for people planning a move to Prince George, and information about living in the city.

The launch of the website included an eight month advertising campaign in labour markets identified through a research study as targets for Prince George to focus on attracting employees and where local employers attend job fairs. Advertising channels include: social networks, transit shelters, buses, billboards, print, mobile and post-secondary publications created and managed by KIMBO.

The honor was presented at an awards ceremony during the 2015 IEDC Annual Conference held in Anchorage, Alaska.

"This website project had numerous moving parts that our team brought together to create a campaign that had significant impact on the community of Prince George, its employers and potential employees," said Kim Pickett, Principal of KIMBO Design. "The northern regions of British Columbia have unique challenges in attracting specific professional skill sets. We at KIMBO were pleased to help encourage those who had not previously considered Prince George as a community to build their careers and future."

Recipients of IEDC's Excellence in Economic Development Awards demonstrate to an experienced panel of judges that they are at the forefront of the economic development profession. They are recognized as the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities.

About KIMBO Design

[KIMBO Design Inc.](#) is a branding and digital agency that has been in business for more than 14 years that specializes in graphic design, integrated communications and marketing for web and print. As an award-winning agency, KIMBO Design is dedicated to encouraging engagement and enhancing comprehension through visual storytelling. With our clean, modern and minimalist signature style, we produce innovative, effective and sustainable creative. As a professional design team, KIMBO Design upholds the graphic design standards determined by the Society of Graphic Designers of Canada (GDC). www.kimbodesign.ca.

The [International Economic Development Council](#) (IEDC) is a non-profit membership organization serving economic developers. With more than 4,600 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC's members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public private partnerships, chambers of commerce, universities and a variety of other institutions. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions. www.iedconline.org.

###

Media Contact:

Lace Kessler

KIMBO Design Inc.

Phone: 604-738-6448

Facebook: <http://www.facebook.com/kimbodesign>

Twitter: www.twitter.com/KIMBOdesign

Website: <http://www.kimbodesign.ca>