



For Immediate Release

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Think Eau Claire Selected as Finalist for Economic Development Award

Madison, WI – ThinkEauClaire.com, the Eau Claire Chamber of Commerce’s interactive talent attraction campaign, has been selected as a finalist for the Wisconsin Economic Development Association’s (WEDA) Talent Development award. The award is part of the Community and Economic Development Awards (CEDA) program established by WEDA to recognize businesses, projects and organizations that are making significant contributions to Wisconsin’s economy.

The Talent Development award honors initiatives or programs that have driven successful talent development efforts to strengthen the Wisconsin workforce.

The Chamber’s ThinkEauClaire.com campaign offers an interactive video and web-based platform that local businesses can utilize to help attract employees to the Eau Claire and Chippewa Valley region. The program provides a persuasive tool for area employers to highlight the unique attributes of living and working in the region, including the cultural, economic and recreational qualities desirable to potential employees. The platform was built in a way to allow businesses to customize the available media tools to promote their organization and tell their own story about company culture, pay and benefits.

ThinkEauClaire.com also supports and complements the State of Wisconsin’s Think-Make-Happen talent attraction marketing campaign.

The ThinkEauClaire.com program is among 17 finalists selected for the 2019 CEDA Awards. There are two to three finalists in each of six award categories: Business Retention & Expansion; Economic Development Initiative; Economic Driver; Private-Public Partnership; Real Estate Redevelopment and Reuse; and Talent Development. The League of Wisconsin Municipalities, Wisconsin Counties Association and WEDC have partnered with WEDA to present the CEDA Awards program.

Finalists have been screened by an impartial panel of WEDA members and partners, and winners will be unveiled at a ceremony on September 11, 2019, at The Edgewater Hotel in Madison. The event is open to the public. For more information on the CEDA Awards, please visit weda.org/events/awards/.

About WEDA:

For over 40 years, WEDA has been dedicated to expanding Wisconsin’s economy through advocacy, education and providing resources to promote economic growth. WEDA is a statewide trade association comprised of economic development professionals, businesses and organizations who strive to make Wisconsin a better place to live, work and do business through economic development. For more information, visit our website at www.weda.org.

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