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**LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE**

LEDA Receives Excellence in Economic Development Awards from the International Economic Development Council

(LUBBOCK) – Today, during the International Economic Development Council’s (IEDC) Annual Conference in Philadelphia, Pa., the Lubbock Economic Development Alliance (LEDA) received a Gold Excellence in Economic Development Award for its 2012 project in the category of Annual Report and a Silver Excellence in Economic Development Award for its 2012 project in the category of General Purpose Brochure.

IEDC's Excellence in Economic Development Awards recognize 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. LEDA’s winning awards were in the category for communities with populations between 200,000 and 500,000.

“The Excellence in Economic Development Awards recognize LEDA as being one of the leading organizations in the industry for innovation, creativity and successful strategies,” Paul Krutko, IEDC chair, said. “These awards are meant to honor the organizations and individuals who are dedicated to making a positive change in their communities. This organization uses creative solutions and inventive ideas and offers other regions a wonderful example to learn and benefit from. The award represents an acknowledgment and appreciation for LEDA’s dedication to continuous growth within itself, as well as improving the industry overall.”

The Year in Review piece, which won the Gold Excellence in Economic Development Award, is distributed during LEDA, Visit Lubbock and Lubbock Sports’ annual Economic Forecast Luncheon. The piece showcases the successes of the entities' past fiscal year in an easy-to-read and eye-catching format. The goal of this piece is to educate the Lubbock community about the impact each of these organizations has on the local economy. The LEDA Site Selector marketing piece, which won the Silver Excellence in Economic Development Award, is distributed to site selectors around the country showcasing Lubbock’s strengths for relocating or expanding businesses.

“It is an incredible honor to receive these Excellence in Economic Development Awards from the IEDC,” John Osborne, president and CEO of LEDA, said. “Our team has worked hard to ensure that LEDA’s marketing efforts represent the community and achieve creativity and innovation to set us apart. It’s humbling to receive these accolades from industry professionals.”

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About LEDA

Since its inception in 2004, LEDA has assisted 123 companies with their expansion or relocation to Lubbock. These companies committed to creating 5,394 jobs and investing more than \$396 million in new capital improvements that have resulted in \$5.5 billion in cumulative economic impact to the Lubbock area.

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 4,000 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