



## MEDIA RELEASE

# Niagara-on-the-Lake Hires Economic Development Officer

For Immediate Release

April 3, 2024

Niagara-on-the-Lake, celebrated for its historic charm and thriving business community, has taken a significant step towards enhancing its economic landscape. The Town is pleased to introduce Ashleigh Myers, its newly appointed Economic Development Officer, who will lead initiatives to support local businesses, attract investments, and foster sustainable growth for the betterment of the community.

Ashleigh is joining the Town from Bell Media Niagara & Hamilton, where she serves as a Business Development, Marketing, and Advertising Executive. Over the years, Ashleigh has built strong connections with local municipalities and facilitated collaborations among businesses, academic institutions, advocacy groups, agencies, and government entities.

Ashleigh brings over twenty years of experience and expertise in fostering economic growth and partnership development. She is well-versed in the charm, history, and uniqueness of Niagara-on-the-Lake and the Region. With her leadership and ability to advocate for the Town and collaborate with local economic drivers, Niagara-on-the-Lake will advance on an exciting path of growth and opportunity for all.

The community is invited to join the Town in welcoming Ashleigh as she begins her role on May 6, 2024.

### Quotes:

"The fulfillment of this position showcases the Town's dedication to fostering sustainable growth, nurturing collaborative relationships with local businesses, and promoting economic prosperity. Ashleigh's hiring is a significant step towards achieving the Economic Development aspect outlined in Council's Strategic Plan, which includes attracting and retaining businesses. I look forward to welcoming Ashleigh to the team and working with her to promote economic development efforts throughout Niagara-on-the-Lake." - **Lord Mayor Gary Zalepa.**

"As the new Economic Development Officer, I look forward to seeing Ashleigh leverage her skills to propel Niagara-on-the-Lake forward in its journey towards economic



prosperity. By prioritizing sustainable development practices and strengthening ties between the Town and its business community, Niagara-on-the-Lake aims to create a vibrant environment conducive to long-term success and shared prosperity. Please join me in congratulating Ashleigh and welcoming her to the Town." - **CAO Bruce Zvaniga**

"I am beyond excited to be putting my knowledge, skills and relationships to use in a new direction with the Town of Niagara-on-the-Lake. Through my years in local broadcasting, I have had the joy of uncovering and sharing the unique stories of local businesses and business sectors and highlighting this dynamic region's economic diversity. As the Town's new Economic Development Officer, I look forward to working at the grassroots level to promote, advocate for, and help shape business within the community." - **Ashleigh Myers**

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