



MEDIA RELEASE – April 1, 2011

NEW CEO WILL BRING CREATIVITY, LEADERSHIP AND VISION

[PETERBOROUGH] The Greater Peterborough Area Economic Development Corporation (GPA EDC) and the Greater Peterborough Innovation Cluster (GPIC) announced today that they have selected an individual to take on the top position at both organizations.

Dan Taylor, who has held the position of Economic Development Officer for Prince Edward County over the last decade has accepted the position of President & CEO with both organizations and will be starting his role later this spring, the exact date is currently being negotiated.

Mr Taylor championed taking the tourism and agrarian based economy in Prince Edward County to new heights to become 'Canada's First Creative Rural Economy'; a modern diversified economy that is focused on driving economic growth through entrepreneurship, innovation and creativity. As a result of this focus and work Prince Edward County is widely recognized as an economic success story. Dan championed a 5 clustered approach, focused on nurturing and attracting Creative Talent, Creative Industries, Gastronomy, Green Business and Healthcare and Wellness. His plans and executions contributed to over \$250,00,000 in incremental investment to the County and out-performed the province by 30% and the nation by 10% in job creation per capita.

Prior to his work with the County, Dan worked in Toronto for 15 years at entrepreneurial and global advertising and marketing agencies, helping Fortune 500 companies grow their business. Dan is married, has 3 children, a chocolate lab and two cats. He enjoys boating and looks forward to enjoying the local waterways.

In the fall of 2010, the GPA EDC and GPIC launched a formal search to jointly seek a new President & CEO to serve both organizations. The two Boards of Directors formed a search committee and distributed an RFP to select a search firm. Approximately 10 individuals were questioned over 2 rounds of interviews.

"Mr. Taylor has been chosen to lead both of these organizations following an intense search process," stated Laurianne Gruzas, Chair of the GPA EDC Board of Directors. "He comes with a strong economic development background and a career with many highlights. Mr. Taylor is a creative individual with vision and strong leadership skills. His references were impeccable and we look forward to working with him."

- 30 -

*For further information, please contact Kate Young at 705.743.0777 Ext. 2134,
kyoung@gpaedc.on.ca*