



FOR IMMEDIATE RELEASE:
September 27, 2016

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Commerce Lexington Inc. Economic Development Receives Excellence in Economic Development Award from the International Economic Development Council

WASHINGTON, DC (Sept. 27, 2016) – Commerce Lexington Inc. Economic Development received a Silver Excellence in Economic Development Award for its 2016 *Breeders' Cup: Here's Our Proof* project in the category of General Purpose Print Promotion from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, Sept. 27, during the IEDC Annual Conference, which was held Sept. 25-28, in Cleveland, OH.

“On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to Commerce Lexington Inc. Economic Development. Not only did they work to provide a necessary service to their community; but also, their participation in the awards program sheds light on their stellar projects which other communities can now use as a benchmark.” - Barry Matherly, CEcD, FM, IEDC 2016 Board Chair, President & CEO of the Greater Richmond Partnership.

Lexington, Kentucky, is known as “The Horse Capital of the World,” which gives the community an international flavor all its own. In 2015, Lexington’s Keeneland Race Course hosted The Breeders’ Cup World Championships, which is the Super Bowl of thoroughbred racing over two days. With a mission to recruit new companies to Lexington, as well as assist existing businesses grow, Commerce Lexington Inc. targeted the horse owners and investors attending the event, because many of them own and manage corporations.

Their team developed a marketing campaign called “Here’s Our Proof,” a play on words that highlighted another of Kentucky’s signature industries – bourbon. Leveraging the powerful ‘hook’ of bourbon, the team developed several print promotional banners and advertisements for the Breeders’ Cup event. They created two pull-up banners that featured key rankings on the backdrop of bourbon. The rankings serve as “proof” that Lexington is a great place to do business and were featured in several locations during the weeklong event. The team also used the same design and theme for an advertisement in the Keeneland program days before the Breeders’ Cup, as well as in a bourbon box gift provided for the top 200 horse owners.

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.

“The awards process is a thorough, non-biased and multi-layered process. These are extraordinary accomplishments for all winners, and an overall great effort by all participants. We look forward to next year’s awards competition,” Matherly said.

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 4,700 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. IEDC's members create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. www.iedcONLINE.org.

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