



MEDIA RELEASE

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GPA EDC PRESENTS MORE THAN \$200,000 IN REBATE CHEQUES TO LOCAL MANUFACTURERS

[PETERBOROUGH] In October 2006 the Greater Peterborough Area Economic Development Corporation (GPA EDC) rolled-out its Manufacturing Training Initiative funded by the Ontario Ministry of Agriculture, Food and Rural Affairs Rural Economic Development (RED) Program. The initiative was developed to help the local manufacturing sector maintain employee skill levels, attract youth to the manufacturing sector and promote awareness of the importance of the manufacturing sector to the region's economy. The program is delivered in partnership with the Kawartha Manufacturers' Association (KMA).

To date, \$960,000 has been approved to support manufacturing employees working for twenty-six manufacturers in the Peterborough and surrounding region. The program provides a 50% rebate to manufacturers in a variety of skills development and training. In addition to the training support, the program has provided manufacturers with funding assistance for 219 new jobs for employees under age 29 entering manufacturing for the first time, or for workers displaced as a result closure or layoff.

"The Province's manufacturing sector has been facing a number of challenges and the Manufacturing Training Initiative is a key component of the GPA EDC's comprehensive manufacturing support strategy to assist the region's manufacturers," commented Andy Mitchell, GPA EDC President and CEO. "By providing funding support for employee training, upgrading skills, attracting youth and retaining workers, this will allow manufacturers to remain competitive and increase their productivity. Recognizing the importance of manufacturing to the regional economy and finding a variety of ways to support this sector is a key mandate of the GPA EDC. This support strategy includes the Made in Peterborough Campaign and the important working partnership we have developed with the Kawartha Manufacturers' Association."

"The Kawartha Manufacturers' Association (KMA) is ecstatic about the opportunity to bring young people into the manufacturing industry and to upgrade the skills of our current employees. We are pleased that we have been able to access the Rural Economic Development (RED) Program to provide the Manufacturing Training Initiative," said Bob Jameson, Chair of the Kawartha Manufacturers' Association.

In addition to the funding initiatives, the GPA EDC's Made in Peterborough marketing campaign continues to promote this important sector through an ongoing multi-media campaign. The next phase will be television spots on Chex featuring some of our local manufacturers.

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