



For Immediate Release

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NEWS RELEASE

BUSINESS IMPROVEMENT ASSOCIATION HONOURS DOWNTOWN HEROES

Windsor - The Downtown Windsor Business Improvement Area Association (DWBIA) is pleased to announce the recipients of its 2008 Downtown Hero Awards. Recognizing outstanding contributions in the areas of management, development, marketing, communication and leadership, the DWBIA honoured six individuals at its Annual General Meeting earlier this month.

"The Downtown Hero Awards celebrate and communicate the successful and innovative efforts of our stakeholders," said DWBIA Chair, Larry Horwitz. "As catalysts for downtown improvement, renaissance and revitalization, these individuals and businesses truly exemplify the high standards of quality and professionalism worthy of recognition."

Selection criteria were based on innovation, replication, representation and outcome and were awarded to the following individuals and businesses in respect of their contribution to the vitality of downtown Windsor:

Marketing & Communications: Mr. Jim Venney, Publisher, The Windsor Star

Individuals and/or businesses who improve the image and vitality of the DWBIA through programs, services and projects including plans or strategies that use print, electronic media, or multi-media efforts to promote the DWBIA.

Social Initiatives: Mr. Dan Pelletier, Executive Director, YMCA of Windsor and Essex County

Individuals and/or organizations who successfully address social and community issues. Programs or projects include those that deal with homelessness, youth, seniors, immigrants, persons with disabilities.

Special Events and Promotions: Mr. Bob Williams, R.J. Williams & Associates

Individuals and/or businesses that present a promotion or special event that fosters a positive image of the DWBIA and whose efforts assist in organizational and retail development, and celebrate history, culture, ethnicity and diversity.

Green Initiatives: Mr. Joe Passa, Principal, Passa Associates Architects

Individuals and/or businesses that exemplify the principles of energy and environmental conservation in the DWBIA district including energy efficient technologies, renewable energy, liveable, walkable spaces; awareness, and education.

Centres for Learning: Dr. John Strasser, President, St. Clair College

Individuals and/or businesses that foster and grow institutional and educational sectors, develop downtown campuses, provide the infrastructure to support learning, and nurture the growth of educational activities.

Lifetime Achievement: Mr. Rosario Cosco

Individuals and/or businesses in recognition of their selfless determination to cultivate, strengthen, promote and support the long term vitality of Downtown Windsor.

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For further information

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