



Harvest Sky Region Launches in Southeastern Alberta

A unified approach and voice to showcasing the communities, lifestyle, and opportunities of the region

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The Harvest Sky Region, formally known as the Cactus Corridor, brings together the Town of Hanna, Village of Youngstown, and Special Areas, in taking a unified approach to attracting new investors, residents, and visitors to their communities. The launch of the Harvest Sky Region also brings both a new regional narrative intended to raise the profile and promote the region among provincial and national investors as well as a new regional brand, that will set the foundation as one connected region. Its major priorities are to attract business investment, support the growth and expansion of tourism, and attract new residents.

The Harvest Sky Region will work towards creating effective partnerships and collaborations – from local to national, focused on its major priorities of attracting business investment, supporting the development of tourism and attraction of visitors, and promotion of the region as a great place to live. “The Harvest Sky Region’s goal is to become the premier destination for investment and job attraction and harness the potential of our communities in southeastern Alberta through a shared vision for success.” said Mark Nikota, Economic Development Manager of Harvest Sky Region Economic Development Corporation.

Services that the Harvest Sky Region Economic Development Corporation offer include:

- One-on-one support and guidance for businesses and site selectors making investment decisions
- Providing market information, community and business data, and industry and economic benchmarking analysis
- On-the-ground support for companies looking to do business in the region including assisting with meeting preparation, scheduling company visits, and other organizing efforts
- Assistance to local partners with community development projects that promote economic growth

Virtual Launch Event

Today’s launch event will be virtual, taking place on the Harvest Sky Region’s social media channels and website, from 9 am to 4 pm, and will introduce the Harvest Sky Region’s new logo, branding, video testimonials on its importance from key partners and stakeholders, and most importantly, the narrative that will be used to share the Harvest Sky Region’s story with the world.

“We are grateful to our partners, the Hanna Learning Centre, Town of Hanna, Village of Youngstown and the Special Areas for the time they have invested in bringing to life the Harvest Sky Region brand,” says Nikota. “It is rooted in the passion and experiences of the people who live here.” The Harvest Sky Region brand story can be found on the new website at www.harvestsky.ca

About Harvest Sky Region

The Harvest Sky Economic Development Corporation (HSEDC) is a non-profit, arm’s length organization, that works quickly and effectively to build economic development strategies that create an impact for the region. We’re focused on telling the story of the Harvest Sky Region—a strong and proud community—to support our existing businesses, and to attract investors, residents, and visitors who will help our region grow and prosper. Our partners include the Town of Hanna, the Village of Youngstown, Special Areas No.2 and the Hanna Learning Centre.