

Information Release
May 28, 2009

Fredericton Ambassador Recruitment

Join the Team!

FREDERICTON, NB - The City of Fredericton is recruiting ambassadors, and the public is invited to a free Ambassador Training Session on Thursday, **June 25th**, 11:30-12:30, 2nd Floor of City Hall.

"I challenge citizens to take an active role in promoting your community, and contribute to the economic growth and prosperity of the city to not only create opportunities and jobs for your generation, but future generations," said Mayor Brad Woodside.

The primary objective of the Ambassador Program is to enlist citizens' participation in positively promoting Fredericton as a *Smart City* offering *Best Value*, and an enviable *Quality of Life*. The ultimate goal is to see Fredericton grow and prosper by attracting new businesses, residents, conferences and events.

The program is as simple as having the knowledge and tools (i.e. business card CDs) to distribute during meetings and travels. There is no associated cost or extra time commitment – other than attending a one-hour training session at which time Ambassadors will be deputized with a specially-designed pewter lapel pin.

There are no limits in terms of who can be an "Ambassador" -- some examples are:

- Business people, professionals & university faculty who receive clients from out-of-town or travel beyond Fredericton to meet with clients and attend conferences/events.
- Professional recruiters requiring relocation tools to attract new staff.
- Immigrants – who are in a great position to encourage their family and friends from afar to relocate here.
- University Students & Alumni – who can fuel our workforce, and spread the word about Fredericton to their networks beyond the city.

The City of Fredericton will be recognizing a "*Business Ambassador of the Year*" at an annual event – to be announced at a later date.

It's all about *Making Connections*! Find out how you can join the Ambassador Team today and register for the June 25th training session. Contact Laurie Guthrie Hayes, Promotions Officer, City of Fredericton at laurie.guthrie@fredericton.ca or 460-2942

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