



MEDIA RELEASE

JANUARY 9, 2003

New Initiative for the Business Community

The Economic Development and Tourism Department of the Region of Durham launched a new and innovative on-line Business Directory and Community Marketplace at the Whitby Centennial Building on Friday, January 9, 2004.

This new Directory allows consumers to find local products and services quickly and easily on the Internet. Growing numbers of consumers now use the Internet for research before making their purchasing decisions. By buying locally, we support our neighbours and keep more economic resources in our community.

Each business keeps its listing current, so it remains up-to-date and accurate. With the data from these entries, economic development professionals gather the information they need to help market the Region's businesses and organizations, both locally and globally, in an efficient manner. A mapping function is included with this initiative to help researchers locate organizations listed, and one-stop access to community information on schools, not-for-profit groups and other associations.

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Business owners can also purchase an affordable Enhanced Listing to increase their visibility and better serve their customers. Links to the company's website and contact email allow the public increased access to information 24 hours a day, 7 days a week. Many of the Region's businesses have invested in a web presence in order to provide consumers with quick and convenient product and service information.

This on-line business and community resource was developed through a partnership with the Region of Durham; Local Municipalities; Durham Region Local Training Board; and Durham College. Please visit the Region's website www.region.durham.on.ca or any of the municipal sites to view this product.

To begin your search, look for this distinctive icon:



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