

## PRESS RELEASE

### Antigonish Area Partnership Launched

The Antigonish Area Partnership (AAP) is up and running. Following the unanimous endorsement of the Antigonish Area Partnership Launch Plan, the Partnership has completed the first phase of its launch process.

“I am delighted to report that the Partnership is making excellent progress.” said Board Chair, Irene MacLeod, “As laid out in the Launch Plan, we engaged Dr. Michael MacDonald as our consultant. Dr. MacDonald led the process to set up the Partnership, including installation of the first Board of Directors, legal requirements for registration and the hiring process for our first President and CEO.”

“Dr. MacDonald led a nation-wide executive search process which resulted in interviews with four well-qualified finalists. At the end of the day, we were delighted to be able to offer the position of President and CEO to Mr. Brian Segal. He was by far the strongest candidate and we are fortunate to have him working for the Partnership,” MacLeod said.

The AAP has moved into offices in Kirk Place on Main Street in Antigonish, and has begun the process of developing its investor pool.

Meetings with several sector groups have already occurred, and more are planned. This process helps the Partnership to share its vision and plans with potential investors and, very importantly, to gather precise, first-hand information about the opportunities and challenges facing various sectors of the local economy.

The Partnership’s Launch Plan called for the development of a pool of about \$400,000 in working capital during its first year. “I am pleased to note that we have already achieved over 40% of our goal during the first quarter,” said MacLeod, “Investors are taking this opportunity seriously. I am both impressed and very grateful for the confidence our investors have shown to date. It is proof that the concept, plans and goals of the AAP are resonating with our business community.”

MacLeod described the next steps, “We have developed a roll-out process, and will be releasing information to the public during the next several weeks.”

— 30 —

Image caption: Brian G. Segal, President and CEO, Antigonish Area Partnership

**For Further information: Brian G Segal, 902-863-2341**