



## **MEDIA ADVISORY**

### ***Waterfront District Awarded 2018 NOBA: Named Entrepreneurial Community of the Year***

***Thunder Bay, October 4, 2018*** - The Waterfront District has been named ***Entrepreneurial Community of the Year*** at the ***2018 Northern Ontario Business Awards (NOBA)***. The 32nd Northern Ontario Business Awards took place last Friday, September 26th in North Bay, where awards recognizing outstanding contributions to the North were presented in 10 categories.

Says Jim Comuzzi, Waterfront District Board Chair; "Our board feels incredibly honoured that the Waterfront District BIA has won a prestigious NOBA award. We have a very passionate community here in Thunder Bay, and our member businesses have an inspired and shared vision centered on the re-development of our downtown. We are proud of our District, as it has become a place where people want to be and where businesses want to invest. This award is not just for us; it's for the individual businesses who work together every day to provide an exceptional visitor experience and make the Waterfront District a vibrant, one-of-a-kind place to shop, eat, play ... live, work and stay. "

As 2018 Entrepreneurial Community of the Year, the District was recognized for transforming the neighbourhood into a business-friendly and welcoming entertainment hub through its innovative *Live Outside the Box* marketing campaign and collective community efforts.

***Media interviews are available with Waterfront District representatives upon request.***

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[www.thewaterfrontdistrict.ca](http://www.thewaterfrontdistrict.ca)

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#### **About the Northern Ontario Business Awards:**

The Northern Ontario Business Awards is an annual celebratory gala hosted by Northern Ontario Business. Since it was launched in 1986, NOBA has become the largest annual gathering of its kind in Northern Ontario. The Northern Ontario Business Awards have served to heighten the visibility and influence of business in the North and bring peer recognition to the business leaders who create prosperity and economic growth. This year, the Northern Policy Institute's State of the North Conference coincided with the event.

More information on the Northern Ontario Business Awards can be found online: <http://www.noba.ca/>

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