

## News Release

FOR IMMEDIATE RELEASE

December 21, 2019



### **New videos to boost profile of the Cowichan region in 2019**

**Duncan, B.C.** – Just in time for the dawn of a new year, Economic Development Cowichan (EDC) has released two exciting new videos to represent the Cowichan region.

“Cowichan: Hipper Than You Think” celebrates a new generation of business owners and trendsetters attracted to the lifestyle, recreational and cultural amenities in the Cowichan region. The music video features more than a dozen businesses across the region and offers a quick glimpse of Cowichan’s appeal as a destination for cycling, rowing, festivals and culinary experiences. The new profile video compliments the award winning “[Once Upon a Day... Cowichan,](#)” developed in 2013 in partnership with EDC, which showcases local musicians, creative arts, and community amenities amidst scenic backdrops of the Cowichan region.

“We’re excited to capture the unique attributes of our communities, and showcase the dynamic ideas and people that continue to be attracted to the Cowichan,” said Amy Melmock, Manager of Economic Development Cowichan. “These productions are part of our commitment to promoting our region as a desirable place to live, work and invest in.”

The second new video profiles the local success story of Greg Adams, founder and owner of the Laketown Ranch outdoor event facility. Through activities like the Sunfest Country Music Festival, Adams has brought new recognition and prosperity to the Lake Cowichan region while contributing to regional economic development. The video describes how Laketown Ranch has evolved into a major destination that attracts over 10,000 people for Sunfest, which features some of the biggest names in country music.

The videos can be viewed on the Economic Development Cowichan website at [www.ecdevcowichan.com](http://www.ecdevcowichan.com). In 2019 the videos will be a feature in EDC’s business attraction activities, and will be shared widely with tourism and business organizations across the Cowichan region.

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