



*Markdale Chamber of Commerce*  
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Media Release – FOR IMMEDIATE RELEASE

### **Markdale Chamber to Lead Community Exchange with Clinton, ON**

If you see an unfamiliar face in the next few months they may just be examining you. That's because the Markdale chamber is currently in the process of implementing a "First Impressions Community Exchange" or FICE program with the community of Clinton, ON. If it sounds familiar that's because Flesherton under took a similar project with village of Burks Fall's last summer.

The project is completely volunteer driven and all necessary supplies and Orientation are provided by the Ontario Ministry of Agriculture, Food and Rural Affairs. The project is designed to get a fresh perspective on the community by viewing it through the eyes of someone who is completely new to the community. This is done by the two communities taking turns visiting each other and providing insight into the perceived strengths and weaknesses of the other community. The project is focusing on downtown revitalization and will serve as a frame work to assist with future strategic plans in the community. "It helps us identify the things we have learned to look past or take for granted in our community and understand how a newcomer or passer by perceives us as a community" said Charmaine Peever of the Markdale Chamber of Commerce.

The group of visitors will consist of a diverse group of persons including local youth, entrepreneurs, municipal councillors and professionals who will all bring different perspectives to the examination and allow for a thorough exchange between communities. For more information or to participate in the project contact the Markdale Chamber of Commerce at 519-986-4612.

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