

News Release

July 4, 2006

Edmonton's hottest topics on C2E

The top-10 discussion topics among Edmonton enthusiasts were announced today by Connect2Edmonton.ca (C2E), Edmonton's popular new online community.

Launched on March 30, 2006, C2E is believed to be the world's first online community exclusively dedicated to the global promotion of a geographic region. C2E is an innovative and interactive online community encouraging discussion and collaboration on any Edmonton-themed subject.

C2E currently has over 300 members in at least five countries — Sweden, Russia, Japan, U.S. and Canada — and forecasts having 1,000 members in 20 countries by year-end. The site's forum is very active — with 5,000-plus postings and organized into four broad topical areas: Edmonton's Image, Growing Edmonton, Life in Edmonton and Regional Issues, plus a C2E features area.

Here's what's important to Edmonton enthusiasts this month:

1. Promoting Edmonton, National Campaign Ideas

On the site's *Great Ideas* forum, a new promotional campaign to market Edmonton is discussed with creative ideas ranging from new city slogans to advertising strategies.

2. Give Hall D a Chance

On the *Raves* forum, the design of Hall D's north wall along Jasper Avenue is discussed, with members supportive of the new conference venue, and suggesting that citizens exercise patience before judging an incomplete structure. Related ideas include how to maximize views of the river valley and encourage public use of the facility.

3. Whyte Avenue – Enough is Enough

On the *Rants* forum, in response to crowds converging on Whyte Avenue to celebrate Oiler victories, C2E members submitted recommendations for controlling the crowds and preventing future incidents.

4. Moving to Edmonton

The *Ask Ed* forum provides non-Edmonton and new residents opportunities to gain valuable insights and make local connections.

5. A History of Incomplete or Never-Built Projects

From the *Edmonton's Image: Buildings and Architecture* forum, this thread identifies proposed building projects in Edmonton, barriers to their completion as well as the possibility of resurrecting certain projects.

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6. New Restaurants and Bars

The popular *Growing Edmonton: New Leads* thread originated when a C2E member sought feedback about a restaurant and bar that he was looking to open in Edmonton. Feedback ranges from suggested style of new venues to potential locations.

7. Edmonton Oilers – Playoffs and the Off-Season

The *Life in Edmonton: Professional Sports* thread was extremely popular during the Stanley Cup playoffs with topical discussions about game highlights and general excitement about the Oilers unexpected run. Now that the season is over, discussion has shifted to off-season acquisitions.

8. New Edmonton Retail

From the *Life in Edmonton: Lifestyles* discussion, this thread revolves around suggested retail in Edmonton and recommended new stores and restaurants, especially for downtown.

9. Soaring Passenger Growth and Edmonton Airports

From the *Regional Issues: Air/Rail Links* forum, this thread discusses record passenger growth at Edmonton International Airport. As new flights continue to be added and passenger traffic soars, C2E members are discussing how to sustain the current growth and what the expansion means to Edmonton.

10. Light Rail Transit (LRT) Expansion

From the *Regional Issues: Transportation* forum, this thread has numerous sub-threads discussing Edmonton's LRT. In summary, the discussion focuses on possibilities of expansion and which areas of the city require better LRT service.

C2E was conceived and funded by Edmonton Economic Development Corp., with promotional support from Edmonton Airports, Edmonton Chamber of Commerce and the City of Edmonton. It is an autonomous, non-political, member-led organization supported by a cadre of pro-Edmonton volunteers and representatives from partner organizations. Membership is free.

Visit www.connect2edmonton.ca to join Edmonton's global revolution.

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Notes:

1. C2E will be issuing monthly news release updates to local media.
2. Enclosed is a digital copy of the C2E logo.

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