

News Release

Sept. 7, 2006

Edmonton's hottest topics on C2E

This month's 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 an innovative and interactive online community encouraging global discussion and collaboration on any Edmonton-themed subject.

C2E currently has over 446 members in at least nine countries — Sweden, Russia, Germany, Japan, China, Australia, U.K., U.S. and Canada — and forecasts having a thousand members in 20 countries by year-end. The site's forum is very active — with 8,600-plus postings organized into four broad topical areas: Edmonton's Image, Growing Edmonton, Life in Edmonton and Regional Issues, plus a C2E features area.

Here's a sample of topics important to Edmonton enthusiasts this past month:

1. "I remember when . . ."

C2E members, young and old, are reminiscing about Edmonton's past. An excellent reminder of how far we've come as a city and hints at the city we may one day become.

2. Wikitravel Edmonton link

This Rave thread is a good example of how a small group of dedicated individuals making a difference. This forum was responsible for Wiki adding additional Edmonton information and improved photos to their high-profile site.

3. New international air service

Excitement about the new non-stop flights to London is evident in the Air/Rail Links forum, with discussions about how to best promote this new route and possibilities of direct flights from other large European/Asian markets.

4. Airport expansion

Also in the Air/Rail Links forum are rumours about the International Airport expansion; plans, suggestions and concerns are being discussed.

5. Cigarette litter

The Rants forum discusses the proposed by-law to fine smokers who toss cigarette butts onto the street. Members agree that tossing cigarette butts is equivalent to littering and should be subject to the same harsh fines.

6. Passing of the Central Pentecostal Tabernacle

How do we decide what type of Edmonton buildings are important enough to be protected and preserved? Various points of this question are debated throughout the thread.

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7. How to make Edmonton an international draw?

This Great Ideas discussion focuses on ways to attract the international traveler to Edmonton. Suggestions include emphasizing elements of the city other than the large mall and to think from a tourist's perspective.

8. City leads for number of growing companies

This Rave discusses Edmonton Journal columnist Gary Lamphier's recent article about how Edmonton has so many successful small companies but how few people realize it. Discussion centres on getting the word out about these companies and how these companies would help Edmonton's image in the long run.

9. Accounting for LRT?

The question of "why is our LRT so much more expensive than everyone else's?" is piquing the interest of many members in the Transportation forum. Many are digging for information but without solid answers yet.

10. City buildings design

A heated discussion about how signature buildings in Edmonton should be able to be both functional and aesthetically pleasing. Questions about previous and future projects like the new River Cree Resort and Casino are being asked.

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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