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For Immediate Release

THINK REGINA HITS THE ROAD TO EDMONTON

The *Think Regina* mission is heading to Edmonton on April 23 to showcase Regina's tremendous business, investment and career opportunities. More than 40 businesses and agencies will be attending the event.

"Regina is growing, bustling with economic activity and beaming with civic pride," said Regina Mayor Pat Fiacco. "Our city's future has never looked brighter and our potential is limitless. We want to share our story about all the opportunities Regina has to offer."

Ron Karasin, Chief Operating Officer of Redhead Equipment Ltd., said "The *Think Regina* event in Edmonton provides a forum for us to promote both our company and our city, not only in terms of the excellent career opportunities available, but also from a community and lifestyle perspective. The event is also an ideal stage to promote Saskatchewan's very positive economic outlook, which in the 60 years Redhead Equipment has been in business has never looked brighter." A kick off event and media conference was hosted today by Redhead Equipment Ltd., who is part of the team travelling to Edmonton.

"*Think Regina* is the perfect forum to advertise and market the extensive economic growth, business, investment and career opportunities found in the Regina region, while also promoting the city's wonderful quality of life," said Larry Hiles. "It is no longer a secret that Regina has developed into an attractive place to live, work, invest and raise a family."

The event allows for businesses, agencies and individuals who attend from Regina, to endorse the positive brand of Regina to an outside community. "Putting on an event like *Think Regina* in Edmonton could also potentially aid us in identifying ways to link our economies for the betterment of both cities," said Hiles.

Think Regina will be held at Edmonton's Shaw Conference Centre – Hall C, and will run from 11 a.m. – 8 p.m. on April 23, 2008. The event is spearheaded by Regina Regional Economic Development Authority (RREDA), the RREDA Future Leaders Group and the City of Regina. If you require further general event information, please contact the RREDA office at (306) 522-0227 or via e-mail at reachus@rreda.com.

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BACKGROUNDER

Think Regina is a one-day event which takes our best and brightest companies and agencies on the road to promote Regina's career, business and investment opportunities, and tremendous quality of life.

This is the second installment of *Think Regina* following last year's very successful event which took place in Calgary. From that event, over 20 families were successfully recruited from Calgary, by participating organizations.

This year, over 40 exhibitors have signed up to accompany RREDA, members of the RREDA Future Leaders Group and the City of Regina to promote the opportunities that currently exist in Regina. Below is a listing of the 2008 *Think Regina* exhibitors.

Association of Regina Realtors	Brandt Industries Ltd	Canada Life
CGI	City of Regina	Co-operators Life Insurance Company
Communities of Tomorrow	EDS - Saskatchewan	Employment Network Canada
Exit Realty Fusion	Ministry of Enterprise & Innovation	Information Services Corporation
Innovation Place	Ipsco Place	ISM Canada, An IBM Company, Member, IBM Global Technology Services
Kramer Limited	Meyers Norris Penny	Re/Max Crown Real Estate Ltd.
Redhead Equipment Ltd.	Regency Property Mgmt/Century 21	Regina & District Chamber of Commerce
Regina & Region Home Builders Association	Regina Career & Employment Services	Regina City Police Service
Regina Public Schools	Regina Qu'Appelle Health Region	Regina Regional Economic Development Authority
Sask Gaming/Casinos Regina & Moose Jaw	Saskatchewan Highways & Transportation	SaskCentral
SaskPower	SaskTel	SIAS
Staples	Tourism Regina	Travelodge
University of Regina	Viterra	Saskatchewan Workers' Compensation Board