



CorporateLiveWire  
CANADA  
PRESTIGE AWARDS

Merritt and Nicola  
Valley Destination  
Marketing Society

**2020/21 WINNER**

Marketing Program  
of the Year



[i]n a relatively short space of time [Tourism Nicola Valley] has clearly created something unique in the market that is making a big difference to people in the community. The program is both informative and educational and really helps put a focus on local businesses and what they do well. There is no question [that] the program will encourage more to visit the region. We are very pleased to recognize [this] hard work.

**Tom Avon, Canada Prestige Awards.**



## 2021 BC Economic Development Awards

Recognizing BC's best economic development programs, partnerships, economic resiliency and marketing initiatives.



**2020-2021 WINNER**

Economic Development  
Community Project Award  
Less Than 20,000 Population

*Experience Nicola Valley  
Marketing Program*

Merritt and Nicola Valley  
Destination Marketing Society



...the BCEDA has given these awards to individuals and groups who have dedicated their time to community-based economic development. These awards recognize BCEDA members' outstanding work in supporting their local economies, and making a meaningful difference in their communities.

**Dale Wheeldon, BCEDA President and CEO**

