



Northwest Corridor
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IMMEDIATE RELEASE

Non-profit Advocacy Group launches re-developed Website

The Northwest Corridor Development Corporation (NCDC) announced their re-developed website is now up and running on the World Wide Web. NCDC is federally incorporated as a non-profit advocacy group. Carolyn Kolebaba is the organization's Chair. She said, "The new website keeps with the NCDC mission to enhance and sustain the economy and trade potential of Canada's Northwest Corridor."

Describing the corridor as a modern, uncongested network of highways, railways, airports and marine, as well as inland, port facilities, Kolebaba said, "Our website encourages further investigation of the Northwest Corridor by interested site visitors from around the globe." NCDC promotes the Northwest Corridor as a leading economic engine of the Canadian economy, spanning four western provinces and connecting with Yukon and Northwest Territories. Kolebaba said the Northwest Corridor is a vital component of Canada's Asia-Pacific Gateway. She added, "When it comes to Canada's Asia Pacific Gateway, the Northwest Corridor is its seamless, high velocity, supply chain connection."

In this context, Kolebaba claims numerous examples demonstrate just how well the Northwest Corridor performs. When it comes to reducing supply chain friction on in or outbound goods shipped by marine container, Prince Rupert has quickly established itself since marine container terminal operations commenced in September of 2007. Kolebaba mentioned the Port of Prince Rupert has bucked the trend of reduced marine container traffic. "In recent (economic) times, that's a testament in itself to how well Prince Rupert and the Northwest Corridor performs" she said. "In Rupert, we have a true intermodal container port, with goods moving directly from ship onto rail and rail to ship. With no other intermediary step, "it's as seamless as it gets" Kolebaba said.

Kolebaba said NCDC represents a partnership of private/public member organizations, currently numbering around sixty. NCDC relies heavily on revenue from annual membership fees to fund the bulk of its operations, including maintaining an up to date web presence. To improve on this, she said, "We'd like to see our membership base grow year by year" adding, "organizations both public and private all with a common vision of connecting Canada with our global trading partners through the Northwest Corridor." Kolebaba said, "Increased revenue will allow NCDC to grow as an organization increasingly looked upon as an information source, much of it web-enabled."

Since the launch of the Asia-Pacific Gateway and Corridor Initiative in 2006, the Northwest Corridor has proven how invaluable it is to Canada. "It represents huge growth potential too", said Kolebaba. "Once completed, research forecasting domestic, international, and in-transit commodity flows will make this evident. With the Northwest Corridor coming into its own, the future looks bright" said the NCDC Chair. Kolebaba mentioned their redeveloped web presence reflects growing optimism, despite the current economy. She encouraged all interested organizations to investigate membership in NCDC, adding, "Just visit our website at www.nwcorridor.com."

- 30 -

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