



IMMEDIATE RELEASE

April 2, 2008

Northwest Corridor Development Corporation has new Executive Director

Northwest Corridor Development Corporation (NCDC) Board Chair, Don Zurowski, announced today their choice of Gerard Aldridge as their next Executive Director. Aldridge brings with him a variety of experiences in both public and private sectors. A one-time Member of the Legislative Assembly in the Province of Saskatchewan, he served as Chair of the Public Accounts Committee in addition to numerous other roles in the province's then Official Opposition. With past experience as an exporter to his credit, Aldridge has an agricultural background as well. A resident of Alberta's Peace Country the past four years, he has been working in a communications capacity with municipalities.

Based from Grande Prairie, Alberta, Aldridge replaces retiring Executive Director, Graham Kedgley, who has been with the Northwest Corridor Development Corporation since day one. Aldridge says he's thrilled with the prospect of his new role with NCDC and looking forward to serving the needs of Board and membership of NCDC. "I'm expected to hit the ground running, but I wouldn't have it any other way", he said, adding, "Graham has made the transition seamless and I'm very grateful to him for it". Aldridge says he sees publicity and marketing as key to his role as organizationally, annual membership dues are critical to NCDC.

2008 marks the 10th Anniversary of the Northwest Corridor Development Corporation (NCDC). The organization is a public/private partnership committed to an ongoing effort promoting trade, transportation and tourism within Canada's northwest corridor. Board Chair, Don Zurowski says the corridor still remains an under utilized transportation and trade resource. "The northwest corridor is vital to Canada's Pacific Gateway and has huge growth potential", he said. Zurowski points out that, as Canada's shortest trade route to and from the Asia-Pacific region, efforts to market the northwest corridor's untapped potential need to be relentless.

Toward achieving organizational goals, the corridor group's ongoing efforts include maintaining a good rapport with business, industry and all levels of government. Zurowski says a complexity of related issues affecting trade, transportation and tourism in the corridor awaits Aldridge and the Board as they are addressed year to year by NCDC. "Communities in the corridor from Prince Rupert through to Winnipeg each have their own comparative advantages", Zurowski said, adding, "Where our organization can shine is in helping them realize on their shared advantages from Asia to the US Mid West".

Aldridge says shared advantages in the northwest corridor include less congestion and cheaper land prices. Over time, as export and import traffic flow increases through the corridor, these shared advantages could lead to higher rates of economic growth within the corridor itself. "It's exciting to be in the corridor as all this continues to unfold" he said.

- 30 -

For further information contact:

Don Zurowski, NCDC Board Chair at 250-562-9622

Graham Kedgley, Outgoing NCDC Executive Director at 604-681-3758

Gerard Aldridge, Executive Director at 780-296-0983