



Lesser Slave Lake  
Economic Alliance

## News Release

July 22, 2008

*For Immediate Release*

The Lesser Slave Lake Economic Alliance (LSLEA) is pleased to announce the completion and launch of their new brand design.



# Lesser Slave Lake Economic Alliance

This brand represents the iconic bald eagle that is common to the region. With its wings stretching and enveloping the whole region the brand represents the willingness of communities to work together in furthering the economic interests of the region. The colors represent the four pillars of the Lesser Slave Lake economy with green for forestry, yellow for agriculture, black for oil and gas and blue representing tourism.



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The Lesser Slave Lake Economic Alliance is a partnership of 8 regional member municipalities comprising of the M.D. of Big Lakes, M.D. of Lesser Slave River No. 124, M.D. of Opportunity No 17, Town of High Prairie, Town of Swan Hills, Village of Kinuso, Peavine Métis Settlement, and the Gift Lake Métis Settlement. Associate members include the Northern Lakes College and Community Futures, Lesser Slave Lake.

Lesser Slave Lake Economic Alliance has a wealth of natural resources and four key sectors that drive the economy, namely, oil and gas, forestry, tourism, and agriculture. LSLEA is committed to collaborating and partnering with the regions diverse and creative communities to achieve sustainable growth and economic prosperity for current and future generations.

For more information regarding this news release or about the alliance please contact:

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