



### ***October 6, 2009 Advertiser***

Kings Regional Development Agency

#### **Agency Receives Marketing Award**

The Kings RDA has been chosen as the recipient of a marketing award for the development of a winery marketing website, which is a component of the Agency's Winery and Vineyard Attraction Project. The award, given by the Economic Development Association of Canada, was accepted by the Agency's Business Development Officer, Colby Clarke.

The Winery & Vineyard Attraction Project for Nova Scotia, which commenced on August 11, 2008, set out to create a comprehensive marketing package and website outlining the opportunities of investing in the Nova Scotia Winery and Vineyard industry. The package and website includes information such as; the step-by-step process for starting a winery or vineyard, the geographic areas with the most potential for growth, local success stories, resources available, industry trends, etc.

All package content can be viewed at [www.investinnovascotiawine.ca](http://www.investinnovascotiawine.ca).

For more information, please contact Colby Clarke, Development Officer by phone at 678-2298 or via e-mail at [cclarke@kingsrda.ca](mailto:cclarke@kingsrda.ca).

#### **Kingston Farmers Market's New Location**

Starting on Wednesday, October 14, 2009, the Kingston Farmers Market will move inside at the Greenwood Mall. The market will run throughout the winter and will be held weekly on Wednesday's from 2:00 p.m. to 6:00 p.m.

Join the Kingston Farmers Market on Facebook, by adding the group "Greenwood Mall Farmers Market". Weekly vendor lists and updates can be viewed on the Events Calendar at [www.getfreshkingston.com](http://www.getfreshkingston.com).

For more information, please contact Colleen by phone at 840-0423.

#### **I-3 Technology Start-Up Competition Launched**

More than \$700,000 worth of seed investment and business building services will be awarded to 10 start-up companies in the 2009 provincial I-3 Technology Start-Up Competition.

Building on the success of the 2007 competition, InNOVAcorp launched the 2009 competition on September 9, 2009, with the goal of creating new Nova Scotia knowledge-based companies. The competition will take place in five zones across the province. Each first-place zone winner will receive a \$100,000 award prize of seed



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investment cash and in-kind contributions for development of start-up ventures. One provincial winner will be selected from the five zone winners, and awarded a \$100,000 seed investment from InNOVAcorp's HPi Microfund. Zone 3 includes Digby, Annapolis, Kings and Hants Counties.

Piloted in Cape Breton in 2006, I-3 stands for Idea, Innovation, Implementation, the early steps in the commercialization process. The competition is meant to foster and support entrepreneurial spirit, build local business capacity across Nova Scotia and encourage new technology start-up companies.

Entrepreneurs have until 5:00 p.m. on Thursday, October 8, 2009 to submit entries. Submissions can be completed online at [www.innovacorp.ca](http://www.innovacorp.ca)

For more information, please visit [www.innovacorp.ca](http://www.innovacorp.ca).

*Information is provided by your regional development authority, the Kings Regional Development Agency. The Kings Regional Development Agency is a non-profit society funded by public membership and grants from the Atlantic Canada Opportunities Agency, Nova Scotia Economic and Rural Development, the Municipality of the County of Kings, Nova Scotia Department of Community Services, and the Towns of Kentville, Wolfville and Berwick. Our motto is: "Together Making Kings County a Better Place to Live." For more info call 678-2298, or visit [www.kingsrda.ca](http://www.kingsrda.ca), or 35 Webster Street, Kentville.*