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Evangelizing Technology to Create a Culture of Use in Olds, Alberta

Wednesday November 10, 2010 (Olds, AB) - The Olds Connected Community Committee, a non-profit group of community leaders in Olds, Alberta who promote the use of technology for business and residents in the Central Alberta town of 7,200 people, is proud to welcome Dean Owen as the Communications Coordinator for the project beginning on November 1, 2010. In this position, Owen will combine his many years in technology and marketing to support the mission of the committee which is to "create a culture of use", by promoting technology in Olds.

"Although I come from a tech background my goal has always been to evangelize the use of technology in our daily lives." said Owen. "What we want to do with this project is take the geek-speak out of the conversation and encourage the businesses and residents of Olds to become leaders in the use of technology in the region, the province and even nationally. Olds has some incredible leading edge services such as the Community Learning Campus at Olds College and the Community Engagement Site featuring video conferencing at the new Olds Municipal Library. We're really excited about sharing the business, social and educational opportunities available here in Olds with the folks of the town and region."

Owen will use traditional marketing approaches along with online web tools to create buzz about technology use in Olds. "Ads in the local media along with some informational events are planned but it goes beyond that by including the folks of the community in promoting and celebrating our use of technology. This project belongs to the people of Olds and by raising the awareness of technologies that are available and creating a culture of use through grass-roots engagement, we will all benefit now and in the future." commented Owen, referring to the committee's marketing plans.

Within the Olds Institute for Community and Regional Development, The Connected Community Committee (CCC) is part of an ongoing community effort to both maintain and enhance cultural and economic growth and sustainability. The CCC is a volunteer group of Olds community leaders dedicated to the belief that the future of economic growth for the Province will be rooted in technology. This project is supported by the Rural Alberta's Development Fund. To find out more about the Olds Connected Community project please visit their website at www.oldsc.com or email them at info@olds.com.

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