

## **LiveinCalgary.com; A NEW RESOURCE FOR FUTURE AND CURRENT CALGARIANS**

*By Elsbeth Mehrer*

A new online resource is aimed at reminding Calgarians of the region's greatest attributes while also sharing its appeal with workers and families from around the globe. Last month, Calgary Economic Development (CED) launched LiveinCalgary.com.

Targeted at longtime Calgarians as well as people considering a move to the area, this website aggregates and organizes information about topics from immigration to shopping and schools to theatre. Rich in content, the site features an interactive photo gallery called *Picture Yourself* which allows site users to explore attractions and locations in and around the city as well as an interactive map which provides information and links about communities and neighbourhoods.

Calgary Economic Development's workforce development initiative, CalgaryWorks, is focused on ensuring Calgary businesses have the talent they need to be successful into the future. Although the current economic downturn has made this issue less strenuous, the matter of the fact is that as baby boomers retire and economic growth resumes, employers' underlying challenges around the attraction and retention of workers will reemerge. Statistics Canada expects that, by as early as 2011, all net growth in labour force will be the result of immigration.

In 2008, 17,546 people from other parts of the world moved into Calgary and while challenges around immigration processes and credential recognition issues remain, this new, authoritative online resource about Calgary is aimed at making their arrival and settlement smoother.

Employers have repeatedly requested support with providing accurate and timely information about communities and lifestyle as they expand their workforces, attract new talent and retain existing staff in the Calgary area.

LiveinCalgary.com enables candidates to make informed decisions about moving to Calgary and also assists newcomers with meeting some of the immediate needs they told us are associated with settling in a new area. In one place, users can identify how to get a driver's license, secure a rental apartment and register their children in school. It also highlights the breadth of the arts, culture and recreation opportunities that set life in Calgary apart.

For Calgarians, the site will assist with rediscovering the many attractions and activities which make the region a great place to live, work and play as well as serve as a port for important information such as schools, healthcare, child care, transportation and much more. Reminding Calgarians of what the region has to offer and making important information easily accessible, not only helps keep our talent in Calgary but strengthens our communities, both fundamental to achieving the goals laid out in the Calgary Economic Development Strategy and the future well being of our community.

To promote the website locally, across Canada and abroad, employers, recruiters and relocation firms can request promotional cards which can be distributed at events and through other channels. Employers are also encouraged to link to [Liveincalgary.com](http://Liveincalgary.com) from the Jobs sections of their websites as well as their intranet portals. For more information please go to [www.liveincalgary.com](http://www.liveincalgary.com).

The site development was supported by Calgary Economic Development, Alberta Employment and Immigration and the business community through CED's Action Calgary initiative. Throughout the development, which was completed by Calgary-based interactive marketing firm The Evans Hunt Group, a task force of local employers, recruiters and immigrant serving agencies guided and validated site content and design.

More than ever in history, today's workforce is a mobile one. We're confident LiveinCalgary.com will remind people why moving to - and staying in - Calgary is a clear choice.