



WINSTON-SALEM BUSINESS, INC.
HIGH POINT ECONOMIC DEVELOPMENT CORPORATION
GREENSBORO ECONOMIC DEVELOPMENT ALLIANCE

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Community Profile 2011-2012:

**Economic development groups for Greensboro, High Point, and Winston-Salem
create joint marketing brochure**

PIEDMONT TRIAD, NC – Local economic development organizations representing High Point, Winston-Salem, and Greensboro have collaborated to publish a brochure, designed to provide a brief economic overview of those communities.

“*Community Profile 2011-2012* will be distributed to prospective companies, site selection consultants, and others seeking to learn more about the cities of Winston-Salem, Greensboro, and High Point – and the counties of Forsyth and Guilford – as a successful location for business,” said Bob Leak, president of Winston-Salem Business, Inc.

“We have been tasked by our leadership to find opportunities for collaboration and to explore ways to better leverage regional assets,” said Dan Lynch, president of the Greensboro Economic Development Alliance. “Packaging and promoting the Triad as one economically vibrant community is a natural progression in that process.”

“The profile lists our cities’ recent company expansions and our leading corporations,” said Loren Hill, president of the High Point Economic Development Corp. “Also included are the three cities’ shared assets such as our strategic location, exceptional infrastructure, well-prepared workforce, fine higher education institutions, and cultural/recreational amenities.” Population figures, tax rates, and other data needed by corporate location decision makers are listed as well.

Community Profile 2011-2012 is available online at www.greensboroeda.com, www.highpointedc.com, and www.wsbusinessinc.com in a four-color PDF format. The brochure is also available in six foreign languages: Chinese, Japanese, Korean, French, Spanish, and German.

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