



HIGH POINT ECONOMIC DEVELOPMENT CORPORATION
GREENSBORO ECONOMIC DEVELOPMENT ALLIANCE

News release – to be held until September 2, 2010

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**Greensboro and High Point economic development groups
create joint “Community Profile”**

GUILFORD COUNTY – The High Point Economic Development Corporation and Greensboro Economic Development Alliance have collaborated to produce a joint marketing piece showcasing recent announcements, state and county data, and local attractions.

Community Profile 2010-2011 will be distributed to prospective companies and others seeking to learn more about Greensboro, High Point, and Guilford County as a successful place to do business.

“The joint marketing brochure was a direct result of the May 5th combined meeting of the High Point Economic Development Corp. Board of Directors and the Greensboro Economic Development Alliance Operating Group,” according to Dan Lynch, GEDA president. “The message from our two boards was for our organizations to work seamlessly together in our efforts to bring jobs to Guilford County and the region. That is our first priority.”

“This marketing piece is the first time our two groups have done a brochure together,” said Loren Hill, HPEDC president. “It is not, however, the first time our groups have collaborated on marketing efforts. Our two organizations have done joint ads over the years with our Winston-Salem, Alamance County, and Piedmont Triad Partnership colleagues.”

The Community Profile includes a list of leading corporations in Guilford County, property and sales tax rates, and recent company expansions. Also included are the two cities’ shared assets, including a strategic location, exceptional infrastructure, well-prepared workforce, various higher education options, and cultural / recreational amenities.

Hard copies of Community Profile 2010-2011 will be distributed to media outlets, and the profile is posted online at www.highpointedc.com and www.greensboroeda.com.