

IMMEDIATE RELEASE

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NCDC now on Twitter

“NCDC (the Northwest Corridor Development Corporation) is now riding the social media wave through the popular application, Twitter”, said the organization’s Chair, Carolyn Kolebaba. Also a Councilor with Northern Sunrise County in northwest Alberta, Kolebaba said, “NCDC will make use of Twitter as a communication tool in pursuing our vision of connecting Canada with its global trading partners through the Northwest Corridor.”

Federally incorporated as a non-profit advocacy group, NCDC promotes Canada’s Northwest Corridor region as a leading economic engine of the economy, spanning four western provinces and connecting with Yukon and Northwest Territories. Kolebaba said, “Our corridor has a modern, uncongested network of highways, railways, airports and marine, as well as inland, port facilities.” The NCDC Chair added, “As more opt to use the corridor, there will always be need to improve upon it over time. And, that’s what NCDC advocates.”

NCDC has integrated their Twitter feed on the home page of their recently re-developed website in hopes it encourages further investigation of the Northwest Corridor by interested site visitors from around the globe. Since 1998, well before the launch of Canada’s Asia-Pacific Gateway and Corridor Initiative in 2006, NCDC has maintained how vitally important the Northwest Corridor is to Canada’s Asia-Pacific Gateway. Kolebaba said, “When it comes to Canada’s Asia Pacific Gateway, the Northwest Corridor is its seamless, high velocity, supply chain connection”, adding, “We win, hands down!”

Kolebaba mentioned NCDC’s Twitter page utilizes an adaptation of the name of their monthly newsletter, “In the Corridor”, published since April, 2008. NCDC’s Twitter is managed by the organization’s Executive Director, Gerard Aldridge. [Http://twitter.com/IntheCorridor](http://twitter.com/IntheCorridor) is the URL for their Twitter page. Kolebaba said NCDC already has a number of Twitter followers, organizations involved in every sector of transportation; marine, air, road, rail as well as logistics and supply chain management. NCDC followers also come from economic development, trade and tourism backgrounds too. The NCDC Chair said, “They are from across the Northwest Corridor region and around the globe.”

“Twitter is a cost effective means of relating our message, and that of our membership, to the world” she said. To improve on this, she said, “We’d like to see all of our member organizations following us on Twitter in the future.” Kolebaba said a number of NCDC members already are on Twitter and increasingly find it a useful tool for receiving and sending information. Kolebaba asks all interested organizations to investigate membership in NCDC through visiting their website or contacting the organization’s Executive Director. Kolebaba added, “And visit our website at www.nwcorridor.com to follow us on Twitter too.”

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