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GET SOCIAL, STAY CONNECTED TO FUNDING NEWS

COURTENAY - With more than a billion users around the world, there's a good chance that you and your organization have a Facebook account, and the Island Coastal Economic Trust now has a presence on Facebook too.

"We're a funding organization, and we want to use all the tools available to connect with communities and organizations that could benefit from working with ICET," said CEO Line Robert. "Facebook is an easy way for people to stay informed about what ICET is offering, and to get economic snapshots and other insights about communities across the Island and Sunshine Coast."

The page, www.facebook.com/islandcoastaltrust will feature funding alerts and info about the types of projects that have successfully garnered ICET investments. It will also be the place to share success stories about how different communities and groups have leveraged funding into projects that strengthen local and regional economies.

"Our Facebook page is really about people, because it's the people here on the Island and Sunshine Coast that are coming up with the creative ideas about revitalizing and growing their economic base," said Robert. "They're the ones making sure that their communities remain great places to live, work, and raise a family."

By heading to Facebook and 'Liking' ICET's page, the organization's updates will show in your newsfeed.

About the Island Coastal Economic Trust

The Island Coastal Economic Trust is a \$50 million endowment established in 2006 by the Government of British Columbia to help diversify the economies of central and northern Vancouver Island and the Sunshine Coast.

Through a community-centred decision-making process, ICET has approved \$47 million for 96 economic infrastructure projects on the Island and Sunshine Coast since implementing its grant program in 2007. ICET investments have leveraged over \$260 million in incremental funding into the region.

A full overview of ICET can be found at www.islandcoastaltrust.ca

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For further information:

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