

# RE-ELECT DON IVESON

## #RALLYFORYEG

FOR IMMEDIATE RELEASE

### **Don Iveson kicks off re-election campaign with launch event rallying community members, volunteers.**

EDMONTON, AB (July 26, 2017) - Hundreds of Edmontonians gathered at La Cite Francophone on Wednesday, July 26 with Don Iveson and his family, friends and campaign team to officially kick-off Iveson's re-election campaign.

Iveson addressed the crowd and reflected on City Council's accomplishments and milestones since 2013 as well as a vision for Edmonton's future as a city recognized across North America for its competitiveness and exceptional quality of life.

Iveson called for the community to rally around entrepreneurs and the opportunities that could come from building an innovation zone to connect Edmonton's post-secondary institutions and innovation hubs like Startup Edmonton, TEC Edmonton and the growing artificial intelligence hub spurred on by the recent DeepMind announcement:

*"We can continue to be modest about these successes, but I don't think that's good enough. If our city is going to stay competitive, we need to rally as a community, as leaders and builders, to ensure these sectors have everything they need to succeed, whether it's capital, space to grow, or mentors to show the way. This is how Edmonton will grow."*

Iveson stressed the urgency of continuing the work to build more affordable housing in the city, including opportunities for more affordable infill in key neighbourhoods. He held up Bonnie Doon as an example of a community with attributes that could be replicated across the city, including community-focused retail, a diverse population and future home to an LRT station that will drive redevelopment.

His message to supporters was to 'Bet on Edmonton' in the coming months and years.

Iveson was introduced by his wife Sarah Chan who reiterated Iveson's strengths as '*a strong and principled partner and father. He is someone who always advocates for equality, fairness, and collaboration.*'

The Mayor's policy platform will be rolled out to the public over the coming weeks online and through news releases. Election day is October 16th, 2017.

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For more information:

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