



FOR IMMEDIATE RELEASE – *Lamont County NOW* Website Wins National Economic Development Award

October 8, 2025 – LAMONT, AB: The [Lamontcountynow.ca](https://lamontcountynow.ca) economic development website has been recently redesigned and enhanced as Lamont County's primary interactive tool for industrial and economic development opportunities. Some key features and enhancements include: a website refresh, content updates, the addition of investment tools (such as market advantages, industry insights) and the ability to map out locations and development opportunities.

Communications and Economic Development departments worked collaboratively with external profile tools provider, [Local Intel](#), and content management system provider [LOOP](#), to update, enhance and modernize the website for those inquiring "Why Lamont County?", and supporting that Lamont County is "Ready for Now" and has "Room to Grow".

As a result of these efforts, Lamont County is recognized by the Economic Developers Association of Canada (EDAC) as a recipient of the Marketing Canada Award in its Digital Marketing: Website category. The award was presented October 7 at the EDAC 2025 conference (edac.ca/conferences-awards/marketing-awards/gallery-of-entries/lamont-county-website-submission/).

"It is important to have a well integrated website with the tools industry needs to make investment decisions," said Lamont County's Economic Development Manager, Shane Olson. "As a leading website for economic development, lamontcountynow.ca has all key investment attraction information necessary in one place."

Today's site selectors, real estate agents and industry representatives require trusted economic development websites that provide a one-stop source of business information to make informed decisions. Lamont County has worked diligently to create interactive dashboards, infographics, profiles and GIS maps and to provide the tools that enable business growth and success.

"As a result of implementation, Lamont County has seen a direct increase in web traffic and a corresponding increase in investment and development inquiries", said Olson. "This award helps to draw attention to the range of future opportunities in Lamont County's portion of Alberta's Industrial Heartland (AIH). The website is having an immediate impact on attracting potential business and industry to Lamont County, as well as promoting areas such as access to process water from the North Saskatchewan River, proximity to other developments in AIH, and the 'room to grow' messaging."

Strategically located in Alberta's Industrial Heartland, Lamont County is primed for development. With the approval of a process water intake and water line, work being completed in the area of public engagement and the start of construction, the opportunities are endless in Alberta's first Designated Industrial Zone of AIH (including Lamont County).

Lamont County boasts a rich cultural history rooted in agriculture and strong ties to the energy sector. The County is attracting business and development to support future jobs and growth as a leader in sustainable growth through holistic decision making.

"New investment will diversify and grow Lamont County's non-residential tax base, resulting in relief for our residential ratepayers over time," said Lamont County Reeve, David Diduck.

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“Having the tools and resources to promote our County to the world is crucial. Industry is ready to invest in Lamont County, and we are taking the steps necessary to ensure we are prepared and ready.”

About Lamont County:

Strategically located within Alberta's Industrial Heartland and adjacent to the Edmonton Metropolitan Region, Lamont County, Alberta spans 2,385 km² of highly productive agricultural land. Lamont County is located amid key national rail and major highway transportation networks, ensuring seamless connectivity for businesses. The County offers unparalleled opportunities for petrochemical and energy-related industries, transportation & logistics, agriculture, manufacturing, data centres and more, making it a prime destination for businesses seeking growth and innovation. Home to approximately 26,000 acres of heavy industrial zoned land we offer competitive tailored tax incentives designed to foster business growth for large industry and agricultural processing. Contact Economic Development for more information. Proud founding member of [Alberta's Industrial Heartland Association](#) [#AlbertaHUB](#) [#LamontCounty](#) [#LamontCountyNow](#) [#RoomToGrow](#) [#ReadyForYou](#) | lamontcountynow.ca | lamontcounty.ca

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[PDF version & award photo – enclosure]

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[Caption #1: LamontCountyNow.ca is recognized with a Marketing Canada Award from the Economic Developers Association of Canada. Caption #2: Lamont County NOW's Website (screenshot): lamontcountynow.ca.]

