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The Marlborough Economic Dev. Corp. receives Excellence in Economic Dev. Award from IEDC

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Marlborough, MA The Marlborough Economic Development Corp. (MEDC) received an Excellence in Economic Development Award from the International Economic Development Council (IEDC) at IEDC's 2018 Annual Conference in Atlanta. MEDC won the Bronze Award in the Video/Multimedia Promotion category for its 2017 video "Live, Work, Play in Marlborough," which to-date has been seen on Facebook and YouTube more than 155,000 times. The IEDC award comes as MEDC wraps the production of its updated 2018 version of the video, which will be released to the public later this month.

"Live, Work, Play in Marlborough" showcases the city's location, amenities, lifestyle, diversity and employers, making it an effective marketing tool for individuals and companies searching for a community that offers a high quality of life in a business-friendly environment. By promoting its lifestyle assets, Marlborough gives company executives, business owners and entrepreneurs multiple reasons to keep or move their companies and employees into a city that offers an enviable work-life balance. This results in a virtuous cycle, in which jobs remain in the community, the tax base expands and the quality of life improves even further.

"We are extremely proud to be recognized by IEDC for this project, which showcases Marlborough's abundance of amenities and offerings, alongside the voices of leaders and innovators who contribute so much to our community," said MEDC executive director Meredith Harris.

"This award creates an opportunity for people across the country and beyond to see our video and literally visualize what Marlborough has to offer to businesses, visitors and future residents. I hope it will also create momentum for our new video when it comes out later this month."

"This year our judges reviewed some extraordinary projects that advanced both communities and businesses," said 2018 IEDC board chair Craig Richard. "We congratulate all the award winners, and thank everyone who nominated their projects for sharing their success with fellow IEDC members. What we learn from each other helps us to grow and advance as a profession. We look forward to even greater participation from economic developers across the globe in the 2019 awards program."

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