



# Media Release

FOR IMMEDIATE RELEASE

**'WE MAKE IT HERE' VIDEOS SHOWCASE LOCAL MANUFACTURING**

BRANTFORD (Nov. 23, 2017) – Four videos have been released that celebrate local manufacturers, their products and the skilled people who make them.

The *We Make It Here* videos, one for each Grand Erie municipality, showcase local manufacturers who make a diverse range of goods, ranging from potato chips to satellite parts, drywall to forestry equipment, yogurt containers to kitchen cabinets, and more.

The 13 companies featured in the videos are:

<p><b>County of Brant</b>          Brooks Signs          Creative Carriage          The Walters Group</p>	<p><b>City of Brantford</b>          APC Filtration          Diamond CNC          Gizeh Packaging</p>
<p><b>Haldimand County</b>          Battlefield International          CGC Hagersville          DM Precision</p>	<p><b>Norfolk County</b>          Annex Printing          Ramblin' Road          Rassaun Services          Titan Trailers</p>

The videos, which are posted on YouTube, were produced by the Workforce Planning Board of Grand Erie in partnership with the companies, economic development departments, and the two local school boards. The project was funded in part by the Government of Canada and the Government of Ontario.

“The idea behind *We Make It Here* was to give a behind-the-scenes look at local manufacturers and the skills the industry relies on and needs to make their products,” said Jill Halyk, the Workforce Planning Board’s executive director. “Manufacturing is our region’s largest employer, providing 16,500 jobs, but many residents don’t know what local manufacturers make or that they offer numerous job opportunities.”

Employment services and schools can use the videos to provide job seekers and students a glimpse of today’s modern manufacturing, and inform them of the pathways to build careers in the industry.

**ABOUT:** The Workforce Planning Board ([www.workforceplanningboard.org](http://www.workforceplanningboard.org)) is one of 26 non-profit organizations in Ontario that play a leadership role in labour force planning. This *Employment Ontario service* is funded by the Government of Ontario.

For more information, contact Jill Halyk, Workforce Planning Board, 519-756-1116, x228, or email [jhalyk@workforceplanningboard.org](mailto:jhalyk@workforceplanningboard.org)

**ADDITIONAL QUOTES** (can be used to localize story for each municipality):

“The (Brantford) video showcases Brantford as a hub of innovation with leading-edge manufacturing operations, and demonstrates the diversity of manufacturing that is taking place here right now. It is a great way to communicate that positive message, as well as engaging with the next generation of young workers interested in a rewarding career.”

- Kevin Finney, Director, Economic Development & Tourism, City of Brantford

“We are grateful to the enthusiastic champions for manufacturing from Titan Trailers, Ramblin’ Road, Annex Publishing and Rassaun Services who all stepped up to show the diverse career opportunities in this sector.”

- Clark Hoskin, Manager of Tourism & Economic Development, Norfolk County