



## Release

Thurs., Jan. 21, 2009  
FOR IMMEDIATE RELEASE

### **Mayor Clifford Lee excited by news Charlottetown to become hub of Maritime newspaper production**

CHARLOTTETOWN, PEI – Charlottetown Mayor Clifford Lee is delighted to learn a large portion of the Maritimes' newspapers will soon be laid out in Charlottetown. The news that Transcontinental Media has chosen Prince Edward Island's capital City as the home for its new centralized desk - where page layout and ad building will be done for the company's six dailies in Nova Scotia and Prince Edward Island and 20 weeklies and specialty publications from Nova Scotia and New Brunswick – is fantastic, Lee said. "This decision will mean economic growth for our City and jobs for our citizens," Lee said. "Whenever Charlottetown is chosen for something like this we feel we're doing our jobs to make it an attractive municipality to do business in." The new Centre of Excellence – which will be housed in The Guardian building on Prince Street - will handle all technical aspects of newspaper layout, design and ad creation and free up editorial staff to focus more on local content creation. Lee wishes to congratulate Sandy Rundle and Don Brander on their efforts to bring this centre to Charlottetown. A vibrant, healthy media is a key part of living in a democratic society, Lee said. Transcontinental Media is the fourth-largest media group in Canada, with more than 3,000 employees and annual revenues of \$648 million in 2008.