

**Credit Unions Across Southwest Saskatchewan Show Support for Action Southwest**

The Credit Unions of Southwest Saskatchewan will once again lend financial support to Action Southwest. “This is a project that is focused on building partnerships and finding ways for us to work together as a region. Credit unions were also built on this same principal and we have proven that collaborating does work. Action Southwest has created a number of successes for our region in a very short time and this project is something we will stand behind and we hope others will also.” said Brian Maunula, CEO of Innovation Credit Union.

The Action Southwest partnership has truly seen success with two provincial and one international award for their innovative work in economic development. This project is also presently serving as a model to the provincial government for the development of other regions across Saskatchewan. “The Credit Unions will be providing \$9,400 to our project this year in addition to the \$3,000 provided in 2005, said Sandra Blyth, Action Southwest Regional Project Manager. “We are very appreciative for the continued support of the Credit Unions to our project, our funding for the most part comes from government programs but our region’s ability to invest in itself is crucial to our future growth and the credit unions are showing that they believe in the Southwest and are more than willing to invest in our future.”

Some of the initiatives Action Southwest currently has on the table include building a framework to begin measuring and benchmarking the economic performance of the region, regional branding phase II, and a cluster analysis and development strategy. Action Southwest is also working in partnership with the Department of Highways and Transportation, Southwest Area Transportation Council and other highway stakeholders on the development of a Southwest transportation study which will be launched in early 2008. If you want to learn more about the project call Action Southwest at 778-6445 or visit [www.actionsouthwest.com](http://www.actionsouthwest.com)

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