



For Immediate Release

Make Your Pitch 2 – Submit YOUR Welcoming and Attraction Video Ideas

September 2, 2021 – Does YOUR community, region, or organization have a great idea for a marketing or attraction video? How about an anti-racism or welcoming community message? If you do, you should enter your proposal to the Make Your Pitch 2 contest!

Northern Policy Institute and its partners, the Northwestern Ontario Local Immigration Partnership, the Sudbury LIP, the Sault Ste. Marie LIP, and Réseau du Nord will be making available five \$2,500 prizes to support the creation of community videos to encourage retention, attraction, reconciliation, settlement, welcoming, anti-racism, or anti-discrimination.

The video proposals should answer the following questions:

- What is your overall theme or vision?
- How do you propose to keep the viewer interested and engaged in your content?
- What will be the main message/takeaway you wish to have viewers leave with?
- How will your theme or main message compliment other messaging or branding from across Northern Ontario?
- How will you use this video to leverage other community efforts or resources?

The competition is open to any community of less than 25,000 people. The first three categories will be thematic:

- Attraction/Settlement/Retention
- Reconciliation
- Welcoming/Anti-racism/anti-discrimination

The other two categories will be able to cover any of the themes above but will be targeted as follows:

- Francophone
- Multi-community proposal (three or more communities in partnership, each individually less than 25,000 in population)

Submissions must be received at magneticnorth@northernpolicy.ca by **September 30th, 2021 at midnight eastern time.**

The winning videos will be presented at the next Magnetic North conference scheduled for February 2022.

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Media Interviews: NPI Research Manager Rachel Rizzuto and Magnetic North Project Officer Sherry Mayer are available for comment. To arrange an interview, please contact:

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About Northern Policy Institute:

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern communities. Our operations are located in Thunder Bay and Sudbury. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.

About Northwestern Ontario Local Immigration Partnership:

Committed to meaningful economic, social, and cultural integration of newcomers to ensure a prosperous and inclusive community. The North Western Ontario LIP aims to:

- Develop partnerships and community-based planning around needs of newcomers and residents;
- Improve awareness of and access to existing diversity and settlement initiatives to employers and newcomers;
- Oversee the implementation of a broad-based community plan that fosters labour market access, social inclusion and sustainable welcoming communities;
- Achieve outcomes indicated by increased economic, social, political and civic participation by newcomers.

About Sudbury Local Immigration Partnership:

The Sudbury Local Immigration Partnership (LIP) is one of five LIPs in Northern Ontario that aim to support the attraction and retention of newcomers. The Sudbury Local Immigration Partnership is funded by Immigration, Refugees and Citizenship Canada. Additionally, the Sudbury LIP is a part of Greater Sudbury's Economic Development Division.

About Sault Ste. Marie Local Immigration Partnership:

Sault Ste. Marie Local Immigration Partnership (LIP) is designed to encourage communities across the province to develop extensive and comprehensive local settlement strategy plans for the development and implementation of services for newcomers, to ease the transition into the work force and social integration into the City.

About Réseau du Nord:

Le réseau de soutien à l'immigration francophone du Nord de l'Ontario creates links between organizations from all regions of Northern Ontario, such as: Sudbury, Timmins, North Bay, Sault-Ste-Marie and Thunder Bay, to put in place a system to facilitate the reception and integration of newcomers. The northern network follows the objectives of the strategic plan developed by the Steering Committee:

1. Increase the number of French-speaking immigrants as to increase the demographic weight of the francophone communities in a minority situation.
2. Improve the capacity of French-speaking communities in a minority situation and strengthen welcoming and settlement structures for French-speaking newcomers.
3. Ensure the economic integration of French-speaking immigrants within Canadian society and francophone communities in minority situations in particular.
4. Ensure the social and cultural integration of French-speaking immigrants within Canadian society and francophone communities in minority situations.
5. Foster regionalization of francophone immigration outside of Toronto, Montréal and Vancouver