



## Place Brand articulates Regina's story

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Over the past year, Economic Development Regina has spearheaded the effort to create Regina's first-ever Place Brand. That work has included significant consultation with community and business leaders who shared their ideas on what makes Regina special.

For many at EDR, it has become a passion project.

Regina truly is a spectacular city. From the connectedness of our community and the get-it-done attitude of our people, to the enriching cultural diversity of our newcomer residents and the rich, beautiful heritage of our Indigenous Peoples, who were the first to understand the deep connection to these lands where we all live.

The Place Brand is a unique opportunity to help articulate a story that's been thousands of years in the making. A story of breath-taking landscapes, distinct seasons, abundant opportunities – and the unique people who have cultivated the ultimate homegrown success story. at 306-565-6388.



That story is what Regina's brand is all about. It's a clear, consistent narrative that we can all own – and perhaps more importantly – share. It's a story that, like the rest of our community, we built *together*. It's one narrative that everyone can own.

And while many of us point to the numbers, the assets and the history that makes this place special, this narrative attempts to elevate the story and speak to why all those things came to be here – in this place.

To many, it feels obvious, because we so often “feel” it when we think about this place. But there’s something truly magical about capturing it in words. That’s also why we haven’t created a logo for the brand. That’s not for us to do. Building a logo, with all the rules and standards that come with it, constrains the story. This is everyone’s story. It always has been. We just need to share it.

For businesses, whether you’ve been here for years, you’re looking at expanding, or if you’re considering locating in Regina, the brand has something to offer. It’s a tool for attracting talent, business, and investment – all key ingredients to growing the city’s economy.

For those of us who have good fortune of living in this place, let’s be proud. We’ve got something special on our hands here. Telling our story not only lifts up our businesses, but it also lifts up our community. Regina is the place where you can truly grow your world.

To learn more about Regina’s place brand, and how you can be part of it, visit [www.HomeGrownRegina.com](http://www.HomeGrownRegina.com) – or reach out to us



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## UPCOMING REGINA CHAMBER EVENTS

**THURSDAY, SEPTEMBER 29**

**2022 LUNCHEON SERIES**

**"Is Your Business Ready?"**

A presentation on cybersecurity  
by Shannon Parker & Tina Beaudry-Mellor  
Deloitte Canada

Sponsored by TD

Conexus Arts Centre theatre lobby

11:30 a.m. -- 2 p.m.



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**IS YOUR BUSINESS READY?**

**Shannon Parker**  
Risk Advisory/Cyber & Strategic Risk  
Deloitte

**Tina Beaudry-Mellor**  
Partner - Cyber Strategy & Risk Advisory  
Deloitte

For more information or to register for this outstanding Chamber event click [HERE](#)

*"We acknowledge, with respect and truth, that we work and support the business community in Treaty 4 Territory and the traditional lands of the nêhiyawak (Cree), Anihšīnāpēk (Saulteaux), Dakota, Lakota, Nakoda, and on the homeland of the Métis Nation."*

## Chambers commit to helping displaced Ukrainians find jobs

With the arrival of the most recent flight on July 4th more than 1,000 displaced Ukrainians have arrived in Saskatchewan since the invasion of Ukraine by the Russian army.

Chambers across Saskatchewan are committed to welcoming individuals and families who are fleeing the conflict in Ukraine.

Your business can help. When

posting available positions use the hashtag #sksupportsukraine to indicate your commitment and interest in hiring eligible displaced Ukrainians.

**HIRE TO HELP**

Post available positions for eligible displaced Ukrainians on SaskJobs using hashtag

**#sksupportsukraine**

For more information, head to [www.hiretohelp.ca](http://www.hiretohelp.ca)

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