

# John van Trijp Named 2011 Fredericton Business Ambassador of the Year

**Fredericton** (November 24, 2011) – John van Trijp was named the 2011 Ambassador of the Year during the annual Fredericton Business Ambassador Awards reception held Wednesday evening at City Hall.

Mr. van Trijp won the award based on numerous efforts. He delivered a lead, which resulted in Fredericton's participation in the national i-Canada movement, geared towards raising Canada's profile globally as an 'intelligent nation'. Under the Chairmanship of Premier David Alward, Mayor Woodside has been asked to serve on the i-Canada Governing Council. This lead will generate increased Fredericton awareness as the City mentors other communities about its 'smart' initiatives. Mr. van Trijp has also helped people immigrate to Canada, promoted Fredericton for potential editorial coverage, pitched the city as a location for a large retailer, and recommended Fredericton as a host location for an international conference, SEUS-CP.

"Mr. van Trijp epitomizes the word 'ambassador', and we are very grateful for his ongoing work, promoting Fredericton from his home in the Netherlands," said Mayor Woodside. "He is a very deserving winner of this prestigious award."

Mr. van Trijp received a crystal award and two nights/breakfasts at the New York Marriott Downtown, valued at \$1,500, courtesy of Marriott Global Reservation Sales & Customer Care, and airfare, valued at \$1000, courtesy of the Fredericton International Airport Authority and Enterprise Fredericton.

Chris Pitman was named First Runner-Up based on his efforts for 'lead generation & promotion'. The recipient uses Fredericton's marketing tools, and has posted a link on his website pointing to the City's digital relocation kit. He deals with investors from around the world sourcing leads, and promoting Fredericton to attract investment. Mr. Pitman received two nights/breakfasts at the Renaissance Toronto Hotel, valued at \$1,000, sponsored by Marriott Global Reservation Sales & Customer Care.

Adam Peabody was named Second Runner-Up based on his 'youth leadership & ambassadorship' work. Mr. Peabody participated in Global Vision's Junior Team Canada mission - promoting Fredericton abroad. He was among Atlantic Canada's youth leaders at the Pan Atlantic Youth Forum where he led the New Brunswick team to brand the province as a great place to live and do business. He promoted Fredericton showcasing assets like Knowledge Park and the Fredericton Convention Centre. Mr. Peabody received an All-touch Blackberry Torch, valued at \$550, sponsored by TELUS.

Don Demmings was named Third Runner-Up based on his efforts for 'ambassador development'. The award recipient organized a training session, which resulted in 15 new Fredericton ambassadors. He has also distributed business card cds during his travels and through his network of international Shriners. Mr. Demmings received two rounds of golf on the 18-hole Kingswood Signature Course, two rounds on the Kingswood nine-hole course, and a four-month fitness pass, valued at \$460, courtesy of Kingswood.

“We very much appreciate the ongoing support of our civic-minded sponsors – in particular our lead sponsor, the Marriott Global Reservation Sales & Customer Care, who has contributed \$2,500 in prizes. Our thanks to Enterprise Fredericton, Fredericton Chamber of Commerce, Fredericton International Airport Authority, TELUS, Kingswood, and Robert Simmonds for their contributions as well” said Mayor Woodside.

The Fredericton Business Ambassador Program was founded in 2003 by Laurie Guthrie, Economic Development Officer with the City of Fredericton, to encourage residents to promote Fredericton as a smart, sustainable city offering a cost-competitive business environment and balanced lifestyle. The primary goal is to attract new businesses, residents, conferences and opportunities to the City. Members of the program participate in a one hour training session, and then are provided with promotional tools to distribute during their meetings, conferences and travels. The program currently boasts 525 members and continues to grow each year. To learn more, please visit ‘Ambassadors’ at: [www.fredericton.ca/economicdevelopment](http://www.fredericton.ca/economicdevelopment).

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