

[SPEAK UP](#) [EMAIL](#) [PRINT](#) [FACEBOOK](#) [DIGG](#) [DELICIOUS](#) [STUMBLE UPON](#)

Not even 20 centimetres of snow could dampen John van Trijp's spirits on Wednesday after being named Fredericton's 2011 Ambassador of the Year.

[ENLARGE PHOTO](#)



James West/The Daily Gleaner

Huge honour: John van Trijp gives his acceptance speech after being named the 2011 Fredericton Business Ambassador of the Year at Wednesday night's awards banquet at city hall.

Van Trijp received the honour during the ninth Fredericton Business Ambassador Awards reception held at city hall.

The annual event, developed by the city's economic development office, is designed to feature community members that promote a strong sustainable and economic environment in the New Brunswick capital.

"It feels enormously great," said van Trijp. "It feels heart warming because I really love Fredericton. It's a very beautiful city. It's historic; it has really historical ties to the beginning of Canada."

He was recognized for his involvement in the community, including that which led to Fredericton's participation in the national i-Canada campaign. The Ottawa-based initiative restructured the method of online communications to build better relationships between Canadians. The movement has increased awareness of Fredericton at the national and international levels.

"Communication is something I truly support," he said. "Once I found out that Fredericton was one of the top seven intelligent communities, I thought it was very important to put forward."

Van Trijp, a former Frederictonian who flew over from Utrecht, Netherlands, is also involved in encouraging and helping people immigrate to Canada and recommends the city as a host for the international conference for the southeastern United States - Canadian .

"Fredericton is gem and the ambassadors need to polish it up a bit so it shines and sparkles, and that's all about what being a Fredericton ambassador is," he said.

On top of the crystal award, he received a trip to New York City valued at \$2,500.

Chris Pitman was the first runner-up for his work in attracting global investors to Fredericton. Adam Peabody received second runner-up honours for his efforts in the Global Vision's Junior Team Canada mission, which promoted the city across the globe. Don Emmings was the third runner-up for his contribution in holding a training session to develop new Fredericton ambassadors.

The Fredericton Business Ambassador Program, which was founded in 2003, is comprised of 525 members of the community.

For more information, visit www.fredericton.ca/economicdevelopment.