

For Immediate Release

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## **Invest in Mount Pearl**

New Video and Community Profile Capture Mount Pearl as a Place to Invest

**MOUNT PEARL, NL** – The City of Mount Pearl has just released its new community profile and video called, *You Belong Here*, with the goal of attracting new business and residents to the area. The profile was designed to promote economic development in the City.

“Our new community profile highlights the many benefits of living and doing business in Mount Pearl. We are determined to go the extra mile to grow our competitive business market and this profile will allow us to market ourselves strategically, both locally and abroad,” said Mayor Randy Simms. “Prices are competitive; this is not the time for businesses to be conservative. It makes sense to invest in our City now.”

The profile includes a 34-page print document, a dedicated website and a complementary video that conveys Mount Pearl’s competitive advantages. The video showcases individuals who invest, work and live in Mount Pearl.

“We are a City growing to meet the future head on and we want to attract new people to this great City. There are undeveloped industrial lots available in Mount Pearl, and our hope is that this community profile will be a catalyst in jumpstarting new investment,” said Mayor Randy Simms.

The profile was designed to capture the essence of Mount Pearl as a place to invest. Through interview testimonials, it showcases Mount Pearl as a place where both businesses and families thrive and prosper.

To watch the City of Mount Pearl’s new video, visit: <https://www.youtube.com/watch?v=x6HWF17d6Vc>

To view the community profile, visit: [www.youbelonginmountpearl.ca](http://www.youbelonginmountpearl.ca)

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