



**Lesser Slave River**  
MUNICIPAL DISTRICT OF LESSER SLAVE RIVER no.124

# MD Delivers on Communications Commitment

**New municipal website and social media tools form the foundation of Lesser Slave River's comprehensive framework**

**MD of Lesser Slave River no.124, Alberta, Thursday, December 1, 2011** – Reeve Denny Garratt today announced the launch of the municipality's redesigned web presence (md124.ca) and with it the cornerstone of the MD's commitment to providing Lesser Slave River residents, business owners and related stakeholders with a timely, professional and fail-safe communications framework across a variety of media.

"We listened to our residents who wanted better, more immediate and more consistent information from their elected officials," said Garratt, currently serving his third term as Reeve of Lesser Slave River. "We listened to business owners who wanted to bring visitors to our area. We listened to people who wanted to share the remarkable story of how we fought to save our communities. And then we did something about it. I'm happy to report that, after a lot of planning and hard work, we have officially launched our new municipal website – md124.ca"

The new municipal web presence represents the centerpiece of a strategy to provide area residents and business owners with a more robust communications framework. It provides more immediate access to vital information; social media channels such as Facebook, Twitter and YouTube; a prominent fire weather index; and more ways in which residents can connect with their elected officials. As a safeguard in the event of a future crisis, all website and social media content can be remotely managed by the municipality's Calgary-based media partners BLEED Communications.

"In early 2011, we had been looking at ways to better communicate with our ratepayers and tell the Lesser Slave River story to the world at large," commented Chief Administrative Officer Allan Winarski. "The spring wildfires further underscored the importance of our roles and responsibilities as communicators for the region. I look forward to seeing how our communities interact with the new tools we've developed for them." The MD plans to augment its online communications framework with a stronger traditional media presence in the months to come.

As part of Council's wider goal of telling the Lesser Slave River story to the world, the new website features a multimedia library of the region's battle with – and ongoing recovery from – the wildfires of 2011 entitled *Crisis & Recovery from a Municipal Perspective*. Compiled over the course of the fall of 2011 from video footage, first-hand accounts and images from a variety of contributors including residents, media outlets and emergency services personnel, the *Crisis & Recovery* section of md124.ca is the most comprehensive digital archive of the Lesser Slave River wildfires in existence.

## About the MD of Lesser Slave River no.124

Spanning over 10,000 square kilometers, the Municipal District of Lesser Slave River is located in the heart of northern Alberta. Nestled in boreal forest two and a half hours north of Edmonton, Lesser Slave River is home to seven communities with a combined population of 3,500. Primary industry includes forestry, oil & gas and agriculture. In May of 2011, a series of man-made wildfires displaced many communities in the region and resulted in one of the worst environmental disasters in Canadian history. Visit [www.md124.ca](http://www.md124.ca) for more information.

## About BLEED Communications

BLEED Communications is a multidisciplinary consultancy that develops and manages client brands through strategic planning, corporate & marketing communications, brand management and graphic design. BLEED has been retained to help the MD of Lesser Slave River communicate with greater power, clarity and consistency across print, broadcast, electronic and social media. Visit [www.bleedcommunications.com](http://www.bleedcommunications.com) for more information.

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