



Work hard, play harder  
Alberta's jewel  
of the north



The north as an  
economic engine  
Driving our province

**MEDIA  
PLANET**

AUGUST 2012

# NORTHERN ALBERTA: LIVE, WORK, TRAVEL



**FOR A TRUE  
ALBERTA  
ADVENTURE YOU'LL  
NEVER FORGET!**



## COME EXPLORE OPPORTUNITY IN THE NORTH

World renowned artist **Alex Janvier** shares his thoughts on the region that inspires him.

PHOTO CREDIT: MARTIN LIPMAN

**ENDLESS FUN**

**RICH TRADITION**

**ECONOMIC POWERHOUSE**

**LIVING IN THE NORTH IS NOT FOR EVERYONE**  
[but it might be just right for you]

  
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**CAREER POTENTIAL**

**PEACEFUL LIFE**

**COMMUNITY SPIRIT**

## INSPIRATION

**Question:** What makes northern Alberta so attractive and promising?

**Answer:** The freedom to nurture your career and family — with adventure in mind.

TIP

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GET TO KNOW THE NORTHERN ALBERTA COMMUNITIES; TRY EXPLORING THESE REGIONS BY MOTORBIKE

# A northern playground: The top choice for lifestyle and environment

**Without a thorough insight about what northern Alberta has to offer, it's assumed that this region is disconnected from the rest of the province. But sophistication has developed far beyond expectations.**

Visitors are often shocked to see the progression that has been made in Northern Alberta over recent years. "We are definitely global thinkers and quite progressive," says Karina Pillay-Kinnee, Mayor of Slave Lake, a town widely known as a 'jewel of the north.' What is quite notable is the close-knit community and unique lifestyle.

A variety of people choose to reside in northern Alberta, from doctors to labourers, farmers to aboriginals and immigrants - a fantastic spectrum of education on all levels. "We're well positioned to handle the growth and we have a lot of good planning in place for sustainability," affirms Pillay-Kinnee.

#### Work hard, play harder

If you want to live in an outdoor

playground, there's simply no other place to be. With beautiful Alberta skies, thriving communities and the wilderness just minutes away from your doorstep, it makes sense to explore this part of the world.

Long summer days allow activities such as: swimming, canoeing, nature walks, camping, horseback riding, fishing, bird watching and more. In the winter, popular sports include snowmobiling, cross-country skiing, curling, and hockey.

"We can stay connected to the world but still live, work and travel in the unassuming wild of the north, where the slower pace and connection to nature is the order of the day," says Beth Kappelar, Chairman of Mackenzie Frontier Tourist Association. Northern Alberta is a great place to explore career opportunities and raise a family. It consists of a more vibrant, younger demographic than other places of the province and is very friendly and welcoming. A strong community and volunteerism spirit is excellent for the growth of businesses as well.

"Individuals travel from around the world to experience the most spectacular sunsets, white sandy beaches and worldwide class fishing."



Karina Pillay-Kinnee  
Mayor of the Town of Slave Lake

#### An emergent workforce

"Entrepreneurship is the key to economic growth, especially in the north, and throughout Canada. Small businesses create diversity and have led the way for the economy through this past recession by maintaining jobs," states Randy Hodgkinson, General Manager of Community Futures Peace Country.

Although small businesses maintain leadership in driving the economy, a major sector which also plays an enormous role is the oil and gas industry. Currently, there is a demand for power engineers, as this profession not only pays well, but is a great career choice for anyone contemplating the next thirty to forty years. Alberta has a strong and youthful work force, but at times other industries can be overlooked as they may not be as glamorous or fast paced.

That being said, these other industries have potential to grow as well. Farming is slow and steady and will always serve as an influence on the economy, while the forestry industry is relatively new to this region and is on the rise.

#### An untapped tourism industry

Individuals travel from around the world to experience the most spectacular sunsets, white sandy beaches and world class fishing. Tourism is growing steadily but is still fairly untapped. In the past, it wasn't a main focus, but as an influx of people visit this part of Alberta, the results illustrate that the north is a good tourist destination.

"Northern Alberta is the engine of the province, that's no question. It's a huge responsibility on us now to diversify the economy up here for our future sustainability," states Hodgkinson. Looking ahead, the economic development community is strategically planning to ensure growth so that years down the road the vision will flourish into reality.

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