



LONDON FOR ALL

A ROADMAP TO END POVERTY



Changing Mindsets

1.7 Create a “Made in London” campaign that encourages residents to think and buy local in order to support the local economy and increase local employment

CTV London: Made Right Here

In 2018 CTV London, with support from the LEDC, Woodstock Economic Development, Local Employment Planning Council and Corporate Training Solutions Fanshawe, launched a new video series called Made Right Here. From culinary creations to forward-thinking technologies, this series put a spotlight on world renowned products that are manufactured right here in London and southwestern Ontario. The series provides a behind-the-scenes look at the innovative products that are homegrown in our region. The series airs Wednesdays at 6pm on CTV London and since launching in September 2018 more than 14 companies and their products have been featured, including Forked River Beer, HanStone quartz, and OES scoreboards. Series 2 aired in fall 2019.

London & Area Works

The London & Area Works series on CTV London is back on Mondays on the 6 o'clock news featuring our region's expanding employers and sectors. You can find all these stories, plus who's hiring, what careers and jobs are available, and much more at: <https://london.ctvnews.ca/works>

LEDC & RBC Place Holiday Open House 2019

An annual “Made in London” themed holiday party that brings together upwards of 500 industry leaders for networking, while enjoying refreshments and food samples provided from local vendors.

Business London

Business London is Southwestern Ontario's most senior and most widely read business publication. By focusing exclusively on London, the magazine provides unparalleled behind-the-scenes coverage, chronicling companies on the move and putting faces to faceless events.

Award-winning writers provide thought-provoking insight and commentary on the businesses and personalities shaping the city. From politics and health to sports and travel, if it makes money or takes money, *Business London* relays it to readers in an informative and entertaining package.

London Inc.

London Inc. is the Forest City's premiere business magazine. Published ten times annually, London Inc. is a lively and intelligent publication celebrating the entrepreneurial culture and spirit thriving in the Forest City. London Inc. delivers editorial features that are local and informative, reflecting the personalities, pursuits, successes and passions of our city's diverse economic sectors.

With the largest controlled circulation of any magazine in Southwestern Ontario, 12,000 copies of each issue of London Inc. are individually delivered directly to registered businesses and business offices.

Venture Cover™ Magazine

Venture Cover™ Magazine provides information on business, fashion, travel, technology, health and fitness, entertainment, as well as feature-length stories on businesses within the community.

LEDC London Magazine

Launched in 2016, the London Magazine was created as a unique piece that showcases all London has to offer in one place. It informs, educates and inspires individuals to recognize London's economic potential and celebrate the successes in London. The magazine highlights economic initiatives in London and actively engages with clients and the community. It serves to showcase London's unique and innovative ventures.

The London Economic Development Corporation (LEDC) is the lead economic development agency for London. LEDC works with business, government and community partners to attract business investment, develop a connected and supportive business climate and grow London's talented workforce.

Over 20,000 copies of the magazine are continually coming off the press to be distributed to more than 170 Canadian cities and 36 different countries. For local tourism agencies or companies in London, the magazine captures aspects of working and living in London to show their clients what makes London an attractive place to come for business and stay for life.

Meaningful Market

The Meaningful Market is a collection of local social enterprise products supporting social impact in our community. The market takes place in December and is held at Innovation Works.