



For Immediate Release

COACHELLA VALLEY ECONOMIC PARTNERSHIP'S ECONOMIC BLUEPRINT ADDED TO THE CALIFORNIA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT WEBSITE

*The Governor's Office of Economic Development Site
Lists the CVEP Economic Blueprint as a Strategic Plan for Economic Development*

Palm Desert, California (July 30, 2010) – The Coachella Valley Economic Partnership's (CVEP) Economic Blueprint has been added to the California Governor's Office of Economic Development website, GoED. The website is located at www.business.ca.gov.

The complete text of the CVEP Economic Blueprint is now accessible on the GoEd site, and along with Los Angeles County, is one of only two economic plans listed under the category of *Strategic Plans for Economic Development*.

"The GoED website is often the first stop for companies and investors looking at California and we are proud to be one of the two strategic plans vetted and published on the website," says Wesley Ahlgren, CVEP Chief Operating Officer.

Created by Executive Order, the GoED site was designed as a one-stop shop for business assistance, facilitating and stimulating economic growth in California and increasing the state's competitive advantage in the global marketplace. Ahlgren has been working with the new Governor's Office for Economic Development since its inception and has developed a good working relationship with the staff and directors.

"We look forward to continuing our efforts with the GoED team as well as Team California and Team Riverside in the months ahead," says Ahlgren.

The addition of the CVEP Economic Blueprint on the site signals greater exposure and recognition for the Coachella Valley and CVEP's economic development initiatives. CVEP's Blueprint is in its first year of implementation and continues to work toward regional diversification and job creation.

To locate the CVEP Economic Blueprint on the GoED site, click on Additional Resources on the Home Page, and go to the Local Economic Development link on the drop down menu. The Blueprint is also available on the CVEP website at www.cvep.com.

About CVEP:

The Coachella Valley Economic Partnership is an economic organization devoted to attracting, retaining and expanding business and improving the quality of the workforce, in order to raise the overall economy and quality of life of the region. Established in 1994 as an action-oriented, non-profit corporation, CVEP is focusing attention on planning and nurturing the growth of industry target sectors which include Healthcare & Life Sciences, Clean Technology/Energy, Supply Chain/Logistics and Creative Arts & Design, as outlined in its' Coachella Valley Economic Blueprint.



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