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(photo attached)

**Southern Idaho Economic Development Organization & City of Twin Falls
Take Gold & Bronze Awards in International Economic Development
Council (IEDC) Competition**

IEDC hails the region's multi-year downtown revitalization program, business retention/expansion event & special purpose brochure among the world's best

Twins Falls, Idaho – October 20, 2014 – The Southern Idaho Economic Development Organization (SEIDO) and the City of Twin Falls received Excellence in Economic Development Gold and Bronze Awards today from the International Economic Development Council (IEDC).

SIEDO was recognized with a Gold Award for "Operation Facelift", an annual two-week regional downtown revitalization project in the "multi-year economic development" category. The City of Twin Falls won Gold in the "business retention & expansion" category for Glanbia Foods' new headquarters and Cheese Innovation Center built in Twin Falls. Twin Falls also received a Bronze Award for two brochures developed for the city's recruitment of Clif Bar in the "special purpose print brochure" category. Each award was in the 25,000 to 200,000 population category.

"Economic development efforts have long been a keystone in the quest to bolster the economy and improve quality of life in every locality across the country," said Bill Sproull, IEDC chair. "As the nation continues to tackle challenges in the midst of global uncertainty, these efforts have taken on an even greater significance. With this award, we laud trendsetting organizations like Southern Idaho Economic Development Organization and the City of Twin Falls for leading the charge."

- **GOLD:** In the past three years, the region's "Operation Facelift: New Look. New Attitude. New Business" has improved 90 downtown building facades across southern Idaho. The program – which mobilized thousands of volunteers – enables communities to bring dilapidated, vacant buildings to life and attract new businesses development and activity.

- **GOLD:** The City of Twin Falls secured Glanbia Foods' (the world's largest producer of American style cheese) \$15 million investment to build a new headquarters and Cheese Innovation Center in their downtown area. **BRONZE:** Twin Falls also developed two brochures to confirm Clif Bar's building a new \$90 million bakery in Twin Falls.

"We are thrilled to be recognized by IEDC for three significant regional and community projects promoting economic development in southern Idaho," said Jan Rogers, executive director of SIEDO. "Operation Facelift provides a tangible, implementable and low cost way to improve our downtown communities," she said. "The City of Twin Falls had a big last year by securing Glanbia Foods' new headquarters and cheese research center and then announcing Clif Bar's new bakery. We're honored to receive these awards from IEDC."

IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities. The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 4,400 members, IEDC is the largest organization of its kind.

ABOUT SOUTHERN IDAHO ECONOMIC DEVELOPMENT ORGANIZATION

The Southern Idaho Economic Development Organization (SIEDO) is a joint venture of public and private sectors formed to help diversify and strengthen the regional economy by retaining and attracting business in the communities of Twin Falls, Jerome, Kimberly, Filer, Gooding, Glens Ferry, Burley, Rupert, Heyburn and Paul. www.southernidaho.org

ABOUT SOUTHERN IDAHO

Along the Snake River, Southern Idaho's communities are located about 120 miles southeast of Boise, Idaho's state capital, and 340 miles northwest of Salt Lake City. The region's natural environment ranges from the scenic high alpine country in the north, including the world-renowned Sun Valley ski resort, to high desert plains in the south. Nearby Shoshone Falls is among the world's most spectacular natural waterfalls. This vibrant region offers a uniquely competitive pro-business environment where industry prospers and residents enjoy an excellent quality of life. <http://visitsouthidaho.com/>

PHOTO CAPTION: Jan Rogers (center), executive director of Southern Idaho Economic Development Organization accepts a Gold Excellence in Economic Development Award from the International Economic Development Council's (IEDC) award committee chairman Tom Kucharski (left) and Bill Sproull, IEDC chair.