



NEWS RELEASE

PO Box 5000 Station A
200 Brady Street
Sudbury ON P3A 5P3
telephone 705.688.7570
facsimile 705.673.5476
email info@mysudbury.ca

CP 5000 Succursale A
200, rue Brady
Sudbury ON P3A 5P3
téléphone 705.688.7570
télécopieur 705.673.5476
courriel info@mysudbury.ca

FOR IMMEDIATE RELEASE

Wednesday, November 4, 2009

mysudbury.ca Unveils a Newly-decorated City of Greater Sudbury Bus

Specially designed artwork on a City of Greater Sudbury bus was unveiled at a ceremony held today at Tom Davies Square. The city bus depicts the mysudbury.ca/ouisudbury.ca Web Portal logos and incorporates images of the community.

The mysudbury.ca/ouisudbury.ca Web Portal was launched in March 2005. Led by the City of Greater Sudbury, mysudbury.ca/ouisudbury.ca is intended to improve access to online information and services provided in Greater Sudbury. The vision behind the portal is to create a more cohesive social fabric in Greater Sudbury while fostering the use of technology in new and innovative ways. Its functionality ranges from dynamic events calendars and personalized home pages to discussion forums, vacation planning, online workspaces, and e-commerce capabilities.

An aggregation of online content and resources, the portal is designed to provide one-window access to the services, events, activities and organizations. The portal allows residents, visitors and community groups to collaborate, share information and gain access to rich multimedia and interactive content, removing the geographic barrier often felt by rural residents.

“The City of Greater Sudbury’s borders are broad. Through mysudbury.ca/ouisudbury.ca, however, physical location is no longer a barrier to service. High speed Internet connections are available in nearly every neighbourhood, levelling the playing field and allowing residents to access the portal and participate fully in their community, providing content and e-feedback, as well as providing and obtaining services online,” said Greater Sudbury Mayor John Rodriguez. “Through the portal, the city’s sense of community is strengthened and technological capacity is built.”

In addition, mysudbury.ca’s innovation also extends to enhancing the capacity of local human services agencies by providing collaborative online workspaces to more effectively promote and disseminate information internally and externally to





PO Box 5000 Station A
200 Brady Street
Sudbury ON P3A 5P3
telephone 705.688.7570
facsimile 705.673.5476
email info@mysudbury.ca

CP 5000 Succursale A
200, rue Brady
Sudbury ON P3A 5P3
téléphone 705.688.7570
télécopieur 705.673.5476
courriel info@mysudbury.ca

clients, staff and the community at large. The portal hosts over 750 Community Workspaces.

The mysudbury.ca/ouisudbury portal is the recipient of several Canadian and International distinctions including:

- Economic Developers Council of Ontario Finalist (2007)
- Economic Developers Association of Canada Award (2006)
- World finalist of the Intelligent Community Forum (ICF) Top Seven Intelligent Communities (2005)
- Peter J. Marshall Municipal Innovation Award (2005)
- National Microsoft Information Worker Solution of the Year Award (2005)
- International Microsoft Information Worker Solutions – Specialization Excellence Award for Portals and Content Management (2005)

“We are very proud of the distinctions of the mysudbury.ca/ouisudbury.ca Web Portal. Its ability to expand to meet community needs with the development of additional sections and sub-portals has exceeded our initial expectations when we launched in March 2005,” said Guy Labine, Chair, Greater Sudbury Development Corporation Board of Directors.

The Web Portal has expanded to include information for visitors and tourism operators; newcomers and immigrants; physician recruitment; business developers and investors, the mysudbury Image Campaign; online registration for sporting organizations; feature City of Greater Sudbury Council Meetings; e-learning; Greater Sudbury Airport flight information, and more.

“mysudbury.ca is your community connection,” said Mayor Rodriguez. “We believe that the information presented on the mysudbury.ca/ouisudbury.ca portal is having a positive influence in areas of our buying power, housing and development, education, and technology.”

- 30 -

Media Contact:

Alison Taylor, Corporate Communications
City of Greater Sudbury, 674-4455, ext. 2513

