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FOR IMMEDIATE RELEASE

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Alliant Energy Presents Check to NCIGP for Marketing Efforts

Larry Nelson, Economic Development Manager for Alliant Energy, presented a check for **\$11,733** to David Collins and Dan Culhane, staff members, of the North Central Iowa Growth Partnership (NCIGP) today. The money was granted to the Partnership as Alliant Energy's continuing commitment to its service territory communities aggressively engaged in economic development.

Through their *Community Partners Program*, the money will be applied towards the recently completed Partnership website along with several other marketing pieces developed by the two development organizations that have formed the Partnership for the collective marketing of the Cerro Gordo County community.

"Alliant Energy is enthused by the cooperation we see between Clear Lake, Mason City, Cerro Gordo County, and North Iowa Area Community College. As one of the most active regions in our service territory, we are confident that this partnership will create the results we look for in our communities, which is increased activity in targeting companies that will grow and expand in the North Iowa area" said Nelson.

Dan Culhane, executive director of the Mason City Economic Development Corporation said the partnership that his group and Clear Lake enjoy with Alliant Energy is critical to making the NCIGP effective. "When this effort was initiated we knew that we needed the support of Alliant Energy as well as that of Cerro Gordo County. Fortunately, both of these entities as well as the city's of Clear Lake and Mason City and NIACC see the benefit of working cooperatively to market ourselves collectively."

David Collins, executive director of the Clear Lake Economic Development Corporation agreed. "We feel great about the cooperation we are receiving from all of our partners in this venture. Economic development takes the commitment of many and with that level of commitment we think we will reap the benefits collectively as a region versus one community over another."

Nelson said Alliant Energy is committed to the NCIGP. "We will continue to provide timely assistance to the NCIGP because I think they are establishing an effort at an opportune time. As competition grows for projects, I think the NCIGP effort will be well-positioned for continued investment and job creation in the North Iowa region as they market the area to warehousing/distribution, life sciences, information technology, and building products as their primary targets."

The NCIGP was announced earlier in 2003 as a collaborative marketing arm of the two independent economic development organizations in Mason City and Clear Lake. For more information on the Partnership, visit them online at www.ncigp.com.

