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**THE WAYNE COUNTY DEVELOPMENT ALLIANCE ANNOUNCES
IMPACT WAYNE
A 5-year Strategic Plan to Grow Wayne County**

Goldsboro, NC - May 25, 2010: The Wayne County Development Alliance (WCDA) established a goal of \$1,300,000 over the next five years to implement an aggressive public/private economic development initiative in Wayne County. WCDA officially introduced its five-year strategic plan and campaign during the much-anticipated public kick-off event on Tuesday evening, May 25, 2010 at Chuck Allen’s cabin from 5:30 – 8:00 pm. Campaign Co-Chairs Bill Bryan and Jimmie Edmundson announced that the campaign has already raised \$1,082,750 (83% of goal) from only 33 investors.

“The next five years will be an important period in the future of Wayne County. We are in a position to influence the direction of our community – to seize the opportunities which lie before us and grow our economy. The right leadership is in place, we now need to join together and commit the resources to make the most of our opportunities” - *Bill Bryan, Mount Olive Pickle Company*

“This \$1,300,000 five-year economic plan will provide the Wayne County Development Alliance with necessary funding to stimulate the economic vitality of Wayne County, its municipalities and the private sector. This is not business as usual. With the recent unstable economy, we can’t afford to take our foot off the gas!” - *Jimmie Edmundson, BB&T*

Jimmie Edmundson and Bill Bryan were joined by Keynote Speakers Mayor Ray McDonald, WCDA Board Chair, Keith Gunnet, WCDA Vice Chair and Joanna Helms, WCDA President. Over the course of the evening, they shared WCDA's five-year program with the main goal of creating 2,000 higher wage jobs in Wayne County.

Wayne County Development Alliance is cited as a leading economic development organization in North Carolina. It earned this recognition because of long-term consistency of leadership, innovative programming, and success in both recruitment and existing business retention and expansion. This long range planning process is a continuation of the Alliance's commitment to remaining on the leading edge of economic development.

WCDA drives a mission to stimulate the economic vitality of Wayne County and its municipalities through the attraction of new investment, the creation of new jobs, and the retention and expansion of existing businesses and industry. WCDA's leaders developed and proposed a strategic plan in 2009 to guide its work over the next five years. The plan holds a very strong focus on economic development as the basis for the area's quality of life and job creation engine. Please visit us at www.waynealliance.org for more information.

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