



**Ithaca Area
Economic
Development**

FOR IMMEDIATE RELEASE

Contact:

Margaret Frank
Ithaca Area Economic Development
(607) 273-0005
margaretf@IthacaAreaED.org

Ithaca Area Economic Development Launches New Website

IAED's new website highlights IAED's services and promotes the strength and prosperity of the Ithaca and Tompkins County economy

ITHACA, N.Y. – March 25, 2021 – Ithaca Area Economic Development (IAED) announces the launch of its new website, which features a bright, vibrant look and highlights IAED's services, business resources, and initiatives while also promoting all that our community has to offer businesses, workforce, residents, and visitors. Visit IthacaAreaED.org to explore the site!

In November 2020, IAED (formerly Tompkins County Area Development – TCAD) announced a name change and unveiled a new logo. The new website supports that rebranding by providing a dynamic first impression of the organization and the area it supports. The website enhances IAED's commitment to its mission and offers invaluable information in a clear, succinct, and easily navigable format. Combined, they strengthen IAED's position as a leader in economic development, providing innovative solutions and dedicated services to our business partners.

"The new website provides easy access for our customers, stakeholders, and community, to important information about the services IAED provides, the initiatives we are undertaking, and the benefits of this amazing place we live, work, and play in," said Heather McDaniel, President of Ithaca Area Economic Development. McDaniel stressed that IAED is dedicated to its mission of building a thriving and sustainable economy that improves the quality of life in Tompkins County by fostering the growth of business and employment and sees the new website as an important part of these efforts.

"The board is incredibly enthusiastic about the new IAED website and how it will support the organization's efforts to promote business creation, retention, and expansion in the area as well as help attract exciting and innovative businesses and talented workforce to Tompkins County," said Larry Baum, Chair of the IAED Board and Founder of The Computing Center.

-MORE-

About Ithaca Area Economic Development

Ithaca Area Economic Development is a private not for profit economic development organization serving Ithaca and Tompkins County. It is New York State's first and only Accredited Economic Development Organization (AEDO), one of fewer than 80 across North America. The mission of Ithaca Area Economic Development is to build a thriving and sustainable economy by fostering business growth and employment. Since 1964, Ithaca Area Economic Development has worked to grow, retain, and attract companies that provide high-quality employment opportunities and strives to create a supportive environment for entrepreneurship and business development. For more information, visit Ithaca Area Economic Development at: IthacaAreaED.org.

###