



October 26, 2011

For Immediate Release

**Township of Southwold releases Economic Impact Study
on Talbotville Ford Assembly Plant Closure**

Township of Southwold, ON – The Township of Southwold, with the support of the County of Elgin, has released an economic impact study that examined the economic, fiscal and labour force impact resulting from the closure of the Talbotville Ford Assembly Plant. The study provides a thorough analysis of the current and future situation and includes recommendations for action to assist local communities to minimize impact of the plant closure, respond to the economic impact and adapt to the new economic reality.

The Ford Motor Company Canada Inc. had been a part of the Township since 1967, until its recent closure on September 16, 2011. Over the past 44 years, the plant has employed thousands of residents of Southwold, the County of Elgin and the surrounding area. Its closure has resulted in a significant impact on the local labour market, a reduction in tax revenues at the County and Township, and places strain on local businesses.

The Township retained the services of Millier Dickinson Blais Inc., a national economic development consulting firm, and Watson & Associates, an Ontario based firm that specializes in fiscal planning and policy services to conduct the study.

County of Elgin, Warden Dave Mennill commented, "The economic impact study supports Municipal and County councils to make informed decisions on where to go from here".

"We are all in this together and must work collaboratively to get this property functioning again. This is a priority for all communities impacted by the closure. In the meantime, we will look at the recommendations and are committed to supporting local businesses, local residents and those that lost their jobs", stated Jim McIntyre, mayor of Southwold.

The Study will be made available on the County of Elgin website.

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