MEDIA RELEASE

# Red Lake Selected for Immigration Initiative to Support Workforce Development

**RED LAKE, ON** – The Municipality of Red Lake is pleased to announce that the region has been selected to participate in the Regional Economic Development through Immigration (REDI) initiative, a provincial program designed to help communities address labour shortages by attracting skilled foreign workers and supporting pathways to permanent residency.

Led by Confederation College, the successful application brought together municipalities, economic development organizations, workforce development partners, employers, Indigenous communities, educational institutions, healthcare organizations, and community partners from across the Kenora and Rainy River Districts.

On October 16, regional partners were notified that the application had been successful. The region was selected as one of only five successful applicants across Ontario, securing a place in a highly competitive initiative with a limited number of opportunities available to communities.

The selection recognizes the strength of the regional partnership and a shared commitment to addressing workforce challenges through innovative economic development strategies.

“Addressing workforce needs in Northwestern Ontario takes strong regional partnerships,” said Michelle Salo, President of Confederation College. “We’re proud to have worked alongside the partners across the Kenora and Rainy River districts on this application. Through REDI, we can help employers connect with skilled workers while creating opportunities for newcomers to build careers and make their homes in our communities.”

The REDI initiative is a partnership between the Ministry of Labour, Immigration, Training and Skills Development’s Ontario Immigrant Nominee Program (OINP) and participating communities across Ontario. The initiative aims to attract and retain skilled workers in regional communities by leveraging the OINP to address critical workforce needs that cannot be met through the local labour market.

“We are pleased to receive this announcement,” says Mayor Fred Mota. “Red Lake businesses are looking to expand, and workforce development continues to be a key

need identified by our local business community. This announcement comes at an important time and is welcome news for Red Lake."

Participation in REDI aligns with the Red Lake's ongoing efforts to support workforce development across multiple sectors while helping employers address ongoing recruitment challenges. The initiative recognizes the important role immigration can play in supporting economic growth, business expansion, and long-term community prosperity.

"We have worked hard to secure this opportunity for the district and hope it will help address gaps in our skilled workforce," says Jonathan Edwards, Economic Development Officer with the Municipality of Red Lake. "We are looking forward to working with Red Lake businesses and regional partners to build on this opportunity.

Employers and other interested stakeholders are encouraged to visit Ontario's REDI initiative webpage for more information about the program, participating communities, employer supports, and how the initiative helps address regional workforce needs through the Ontario Immigrant Nominee Program.

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