



Powell River Regional
**ECONOMIC
DEVELOPMENT**
Society

"The good life by the sea"

NEWS RELEASE

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FOR IMMEDIATE RELEASE

PR Wood helps boost Country Woodworkers potential

Powell River, BC – The board of directors of the Powell River Wood Association has approved a grant to help boost the potential of a local manufacturing business. Thanks to PR Wood's marketing assistance program, Country Woodworkers Ltd. is receiving a grant of \$6000 to help it attend trade shows that are integral to exposing its products to a larger market of consumers.

"The Powell River Wood Association is pleased to be helping one of its members to increase its potential," says PRWA Chair Vern Kinley. "The organization was founded to grow the small business forest sector in the Powell River area and grants like this help us to get closer to that goal. Country Woodworkers makes some great products and has made wonderful progress over the last year. I know this grant will help them further their efforts to sell their products to the North American market."

Powell River based Country Woodworkers Ltd. has made great strides over the past year in growing its business beyond the local area. In attending trade shows in Canada and the United States it has inked sales agreements with a number of wholesalers for its furniture and cabinets, including North America's second largest retail chain **Costco**.

"Our company has been working extremely hard to penetrate a larger market. The relationship we've forged with Costco is a great example of the progress that's been made," says Country Woodworkers Owner Rick Hopper. "They love our product and are even offering their customers the ability to order custom made furniture and cabinets from us. We're right on the cusp of making a real break through for the business, and the marketing assistance grant we're receiving from PR Wood will help us to reach our goal."

The Powell River Wood Association's membership is composed of small business forest sector companies involved in logging, manufacturing and silviculture. The organization's mandate is to help its members grow their businesses through lobbying efforts and providing marketing assistance funds. The Powell River Regional Economic Development Society, through a generous donation by Norske Canada, provides the Powell River Wood Association's budget.

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