

FOR IMMEDIATE RELEASE

FEBRUARY 8, 2016

**New Access Western CT Web Site  
Promotes Economic Development**

**[AccessWesternCT.com](http://AccessWesternCT.com)**

The Western Connecticut Economic Development Alliance (WCEDA) announces the launch of a new web site that promotes the Greater Danbury region's attributes, resources and advantages for businesses looking to expand in or relocate to the region.

[AccessWesternCT.com](http://AccessWesternCT.com) provides business leaders and decision makers with essential information about the region's workforce, vitality, transportation and lifestyle.

Ten towns comprise the economic area for the web site: the hub of Danbury, surrounded by Sherman, New Milford, Bridgewater, New Fairfield, Brookfield, Newtown, Bethel, Redding and Ridgefield.

This area is recognized by the CT Economic Resource Center as a distinct regional economic market. It is also the northern subset of the Western CT Council of Governments which is sponsoring the effort.

The web site highlights the region's leading industries and lifestyle attributes, and includes must-know data points and articles on regional features.

According to WCEDA Chairman Hal Kurfehs, "The purpose of the website is to sell the Western Connecticut region as a whole, but also to provide a portal to each of the municipalities in the region."

Kurfehs also adds that "the 'Community Partners' tab allows an interested business to access websites of each municipality in the region for more detailed examination of their particular strengths."

Economically, Western Connecticut is diverse, with a highly skilled workforce. Geographically, Western Connecticut sits at the crossroads of major transportation arteries, and features convenient access to airports and trains.

The region's leading industries include advanced manufacturing, healthcare, digital media, research and development, pharmaceuticals and life sciences, financial services, and warehouse and distribution. Greater Danbury's vitality is also evident in the fact that it generates the highest retail sales in Connecticut.

The web site 24/7 Wall Street ranked the City of Danbury #2 nationwide for livability in 2015. Located in the heart of Western Connecticut, Danbury offers low unemployment and crime, good schools, excellent transportation options, affordable real estate and numerous amenities.

The region is located within an hour's drive of midtown Manhattan, and is near the suburban centers of Stamford and Greenwich, Connecticut and White Plains, New York, and is easily accessible yet more affordable than neighboring regions, Western Connecticut businesses enjoy a wealth of benefits, including:

- A stable economy. The region's economic diversity makes it better able to withstand downturns.
- Comparatively affordable prices. Commercial and residential real estate prices are a fraction of what consumers pay in competing areas, including Westchester County, New Jersey and New York City.
- A highly skilled, growing population. Western Connecticut has more college graduates than most other communities in the country — and our numbers grow every day.
- Access to a world-class education. Business leaders choose Western Connecticut because families get top-ranked public education, plus convenient access to leading institutions of higher education.
- An outstanding lifestyle. You will find a beautiful landscape and a wealth of recreation and cultural opportunities. Numerous amenities and services attract community-minded families and individuals to Western Connecticut.

WCEDA is a partnership between public and private leaders from a broad spectrum of interests, including economic development, chambers, higher education, the arts, health services, retail mall, banks, private industry, corporate parks and commercial real estate.

Through the web site, visitors can get in touch with town offices of economic development, chambers of commerce, the Western Connecticut Council of Governments and the Cultural Alliance of Western Connecticut.

AccessWesternCT.com is part of WCEDA's strategic plan to attract economic activity to the Danbury area. For more information about Western Connecticut and WCEDA, visit [AccessWesternCT.com](http://AccessWesternCT.com).

The web site was created by Imagemark of Wilton, Connecticut and features state of the art design.