



**FOR IMMEDIATE RELEASE**

## **Roanoke County Receives 2025 Excellence in Economic Development Silver Award from the International Economic Development Council**

***IEDC's annual Excellence Awards honor the economic development organizations, government entities, initiatives, and programs that demonstrate consistent, exemplary performance in the profession***

Roanoke County Economic Development has been honored with the 2025 Excellence in Economic Development Silver Award from the International Economic Development Council (IEDC) in the Talent Development & Retention category for its Industry Insight Tours initiative.

The Industry Insight Tours are a partnership with Roanoke County Public Schools Career & Technical Education Department designed to connect classrooms to careers. The program immerses teachers, guidance counselors, and now students into local businesses—providing firsthand exposure to career opportunities, workforce needs, and the innovative work being done across industries in Roanoke County.

Since launching, the program has featured local companies in manufacturing, healthcare, biotechnology, and innovation, strengthening the talent pipeline and encouraging students to pursue meaningful careers close to home. See more information here:

<https://www.chooseroanokecounty.com/518/Industry-Insight-Tours>

The IEDC Excellence Awards program recognizes the world's best economic development initiatives, with 26 categories judged by panels of leading economic development professionals. Not every category yields a winner, making this recognition a prestigious distinction.

"This award highlights Roanoke County's commitment to developing our future workforce and supporting the employers who drive our economy," said Megan Baker, Director of Economic Development, who will accept the award on behalf of the County during the 2025 IEDC Annual Conference in Detroit, Michigan, this September.

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### **About Roanoke County Department of Economic Development**

The Roanoke County Economic Development staff focuses on attracting and retaining businesses, promoting workforce development initiatives, and enhancing the overall quality of life for residents, employers, and the community. Whether supporting local industry or welcoming new investment, the team works to ensure Roanoke County remains competitive, connected, and a business ready location. Learn more about the department on [www.ChooseRoanokeCounty.com](http://www.ChooseRoanokeCounty.com)

### **About the International Economic Development Council**

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 4,300 members, IEDC is the largest organization of its kind.