



Media Release

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For Immediate Release

Bruce County's Jeff Loney Recognized with Clean Energy Award

Bruce County, Ontario: Bruce County's Jeff Loney, manager of economic development, has been awarded the Paulette Peirol Memorial Award for Excellence in Economic Development by the Nuclear Innovation Institute (NII). This recognition celebrates Loney's significant contributions to advancing the clean energy sector throughout the region.

The Paulette Peirol Memorial Award honours economic development professionals who demonstrate exceptional commitment to the region's clean energy sector through initiatives that promote economic growth, foster innovation and advance sustainability.

"Jeff's leadership has been instrumental in positioning our region as a hub for clean energy innovation and investment," says Claire Dodds, commissioner of community development at Bruce County. "His ability to explore new opportunities, forge connections and champion innovation has strengthened Bruce County's position as a leader in the [clean energy frontier](#)."

Since joining Bruce County in 2022, Loney has established himself as a regional leader in economic development.

"I'm honoured to receive this award, but the real recognition belongs to our entire economic development team and the forward-thinking businesses and municipalities across Bruce County," says Loney. "Together, we're exploring new pathways to sustainable prosperity while maintaining our commitment to clean energy innovation."

Under Loney's leadership, the Bruce County Economic Development team accomplishments include:

- Creating the [Invest in Bruce](#) website, showcasing local investment opportunities in the clean energy sector.
- Collaborating with local municipalities to prepare and promote lands available for clean energy development.

- Raising the profile of Bruce County's clean energy opportunities on the local, provincial, national and [international](#) stage.
- Delivering training for local economic development staff and elected officials.
- Building connections with clean energy innovators and employers in Bruce County.
- Securing a provincial Rural Economic Development (RED) grant to launch the [Clean Energy Transition Initiative](#). The Initiative includes the development of an Energy Transition Cluster and support for an industry-led hydrogen hub, providing dedicated support to help Bruce County businesses transition to clean energy solutions.

Loney's recognition comes at a pivotal time as Bruce County continues to expand its role in Ontario's clean energy landscape. For more information about Bruce County's economic development initiatives and clean energy projects, visit www.investinbruce.ca.

About Bruce County:

Bruce County is an upper-tier municipality in Southwestern Ontario, Canada made up of eight lower-tier municipalities and 77,221 residents. Bruce County is located within the traditional territory of the Saugeen Anishnaabek and holds a government-to-government relationship with the Chippewas of Nawash Unceded First Nation and Saugeen First Nation, together as Saugeen Ojibway Nation. The explorers who visit, live and work here are the dreamers who take roads less travelled and see tried and true as an invitation to try something new. Be an Explorer and call Bruce County home.

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