

NEWS RELEASE

FOR IMMEDIATE RELEASE

RM of Piney Moves Forward with Sunrise Corner and New Economic Development Officer

Simply Better approach brings economic development, tourism and community support together for the RM of Piney

RM of Piney, Manitoba | July 23, 2026 – The Rural Municipality of Piney is moving forward with a renewed approach to economic development, tourism and community support, building on the established Sunrise Corner brand while focusing exclusively on opportunities within the RM of Piney.

As part of the transition, Monique Chenier has joined the RM of Piney as Economic Development Officer (EDO). Chenier brings extensive knowledge of the municipality, its businesses, communities and regional partners to the position, having previously served as Sunrise Corner Economic Development Manager for the Piney Stuartburn Economic Development Board.

The concept of Sunrise Corner began as a joint tourism initiative between the RMs of Piney and Stuartburn in 2016 and expanded into economic development in 2019. Following the dissolution of the joint Piney Stuartburn Economic Development partnership in May 2026, the RM of Piney registered Sunrise Corner Economic Development & Tourism as a trade name and is repositioning it to serve the RM of Piney exclusively.

“This is an opportunity to build on the work that has already been done while creating an economic development model designed specifically around the needs and opportunities of the RM of Piney,” said Reeve Wayne Anderson. “Monique already understands our businesses, communities and region, so there is valuable continuity as we move forward. Council believes economic development is about more than attracting investment. It is about supporting the businesses and people already here, strengthening our communities, encouraging tourism and creating opportunities that complement the rural quality of life we value.”

One Point of Contact, Broader Community Support

Chenier’s expanded role brings together three interconnected areas: economic development, tourism, and community and recreation support.

For businesses and entrepreneurs, services will include helping existing businesses grow, supporting entrepreneurs exploring new ventures, connecting businesses with available programs and resources, identifying funding opportunities, assisting with business and marketing planning, supporting workforce and succession planning, promoting local businesses and pursuing appropriate investment opportunities.

Economic development efforts will also continue to support priorities such as housing and residential development, tourism businesses, agriculture and natural resources, value-added opportunities, trades and technology, small businesses and remote workers.

For tourism operators and organizations, the EDO will support tourism product and experience development, destination marketing, local attractions and events, outdoor recreation opportunities and partnerships that encourage visitors to explore more of the RM of Piney.

For community clubs and non-profit organizations, the expanded position provides a municipal point of contact for support with grant and funding research, project planning, marketing and promotion, recreation initiatives and identifying resources that can help local organizations strengthen their facilities, programs and long-term sustainability.

The approach recognizes that economic development and quality of life are closely connected. Strong businesses create employment and services. Recreation and community organizations make communities attractive places to live. Tourism brings visitors and spending into the municipality. Housing creates opportunities for new residents and workers. Together, they contribute to sustainable community growth.

Simply Better Starts Here

The transition will also bring the RM of Piney's established Simply Better brand more directly into economic development and tourism communications.

For Piney, "Simply Better" is not about being better than somewhere else. It describes a choice of lifestyle and values: more space, stronger community connections, access to nature, opportunities for local entrepreneurship and thoughtful growth.

The renewed positioning will focus on four themes: Live Simply Better, Experience Simply Better, Build Simply Better and Grow Simply Better.

The goal is to position Piney as a place where rural quality of life and forward-looking economic development work together.

"Whether someone has an idea for a new business, wants to expand an existing operation, is considering an investment, needs help finding resources for a community project, or sees an opportunity to bring more visitors to our municipality, we want them to reach out," said Chenier. "There is tremendous potential here, and I'm looking forward to working directly with our residents, businesses, organizations and partners to turn good ideas into achievable opportunities."

Residents, businesses, entrepreneurs, community organizations, tourism operators and potential investors are encouraged to contact Monique Chenier, Economic Development Officer at the RM of Piney, to discuss opportunities, ideas and available supports. monique@rmofpiney.mb.ca

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