



News Release

Prince Edward County Launches Tourism Website In French

PRINCE EDWARD COUNTY, Ontario, June 10, 2008 – Prince Edward County is proud to announce the launch of its new official French language tourism website www.bonjourpec.ca.

Developed by Taste the County™, the County's non-profit destination marketing organization (DMO), the site joins a growing roster of bilingual tourism-related products including the Taste Trail (www.tastetrail.ca) and the recently launched Arts Trail (www.artstrail.ca).

Rebecca LeHeup-Bucknell, executive director of Taste the County™ describes the site as a "window" to the County for French speakers. "At Taste the County™ we believe that it is important that our products be available in both of Canada's official languages. We value our French-speaking visitors and hope that this new site is an indispensable resource that not only provides a wealth of practical information, but helps lure visitors to our region while tempting them to stay longer," she says.

A companion to the 2008 Prince Edward County Visitors Guide, www.bonjourpec.ca features a look that ties in with the popular award winning Destination Marketing Campaign of 2007, which used vivid language and eye-catching images to evoke a sense of place. Organized around four major themes and sections (*Bien à Votre Gout, Mordre dans la Vie, Pour le bon Plaisir* and *Partir à la Découverte*) it provides detailed information on everything from accommodations and wineries to shopping and professional services. Its slogan, *Comté de Prince Edward: Mordez dans la vie, à belles dents!* (Take a full bite out of life!) emphasizes that the County is home to an array of experiences.

LeHeup-Bucknell also points out that the website features the full breadth of information contained in the Visitors Guide, "www.bonjourpec.ca is not an abridged version of the English-language guide," she says with pride.

Funding for the project came from the Ministry of Tourism Investment and Development Office.

For more information, please contact:

Rebecca LeHeup-Bucknell
Executive Director
Taste the County™
T 613.393.2796
E rebecca.taste@bellnet.ca
www.tastethecounty.ca

Driving growth... promoting the County experience.