



News Release

Prince Edward County Launches Tourism Website In French

PRINCE EDWARD COUNTY, Ontario, June 12, 2008 – Prince Edward County is proud to announce the launch of its French language official tourism website www.bonjourpec.ca.

A companion to the 2008 Prince Edward County Visitors Guide, www.bonjourpec.ca is a one-stop resource for visitors to the island community located in Ontario's golden triangle between Toronto, Ottawa and Montreal. Organized around four major themes and sections (*Bien à Votre Gout, Mordre dans la Vie, Pour le bon Plaisir* and *Partir à la Découverte*), the site provides detailed information on everything from where to eat, drink and relax to what to see and do. Its slogan, *Comté de Prince Edward: Mordez dans la vie, à belles dents!* (Take a full bite out of life!), vivid language and eye-catching images combine to illustrate that the region is home to an array of outstanding experiences.

The site joins a growing roster of bilingual tourism-related products available for Prince Edward County including the awarding winning Taste Trail (www.tastetrail.ca), a self-guided epicurean adventure that guides visitors to discover the richness of the island's exceptional cuisine, wines, beers and cider, and the new Arts Trail (www.artstrail.ca). The first year-round trail of its kind in Canada, the Arts Trail takes visitors on a sensuous journey of discovery, leading them to 22 of the island's finest galleries and artists.

According to Rebecca LeHeup-Bucknell, executive director of Taste the County™, Prince Edward County's non-profit destination marketing organization, www.bonjourpec.ca is a "window" to the region for French speakers. "Prince Edward County values its French-speaking visitors and we hope that this new site becomes an indispensable tool that not only provides a wealth of practical information, but helps lure people to our region while tempting them to stay longer," she says.

Developed by Taste the County™, funding for www.bonjourpec.ca came from the Ministry of Tourism Investment and Development Office.

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