

*Bloomfield, Ontario*     **Taste the County™ appoints Kathleen Kennedy its new Executive Director**

The Board of Directors of Taste the County™ is pleased to announce that it has hired Kathy Kennedy as its new Executive Director. Kathy Kennedy is well-known within the community as a business owner and as a member of many business associations. Kathy will be stepping down from the management of The Devonshire Inn-on-the-Lake in Wellington to take on this full-time role with Taste the County.

“We had an exceptional group of applicants,” said Ginny Merritt, Chair of the Board, “and we met with several strong candidates. In the end, we were very impressed with Kathy’s strategic thinking, her experience and her vision for working with the County’s businesses to expand our customer base. We are delighted that she has agreed to take on this role. “

With over 25 years of experience providing leadership for community development initiatives, and with 10 years as a business owner within the County, Kathy is well-positioned to understand collective marketing needs and to lead Taste the County during the next phase of its development.

“I participated in the original funding application for Taste the County, “ said Kennedy, “ and brought the Taste Trail idea from Scotland to the County. I’ve worked on destination marketing campaigns and with the Tourism Destination Alliance because I believe these collaborative initiatives are vital to our future.”

Prior to moving to the County, Kathy specialized in community economic development initiatives, and has extensive experience identifying opportunities, developing strategic business and marketing plans, applying for grants, and negotiating with other business partners. Kathy has undergraduate degrees in Art and in Commerce plus a graduate degree in Development Economics. She is the former Chair of the Marketing Committee for the Wellington and District Business Association, and currently serves on the WDBA’s executive. She is a past board member of the Prince Edward Hastings Children’s Aid Society and of Alternatives for Women.

“Taste the County has been a very important marketing organization,” says Kennedy. “Taste’s recent award as Business of the Year from the Tourism Industry Association of Ontario is proof of that. I look forward to working with our partners, the community, and the staff of Taste the County to make it even better.”

For more information, please contact Virginia Merritt, Chair, Board of Directors at 613-476-7492.