



FOR IMMEDIATE RELEASE:

County Media Kit Wins Top Honours

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Prince Edward County, ON – Taste the County won honours at the Ontario Economic Development Awards, which were held in Toronto last week. Not only did its 2008 official Prince Edward County media kit win in the category of Publications – Travel Trade and/or Group Tour, but it was also a finalist for the prestigious Lieutenant Governor’s Award for Marketing Excellence in Ontario. In addition, the Arts Trail received honourable mention in the category of Publications – Specialty Brochure/Map/Guide.

According to Aileen Murray, president of the 2009 Economic Developers Council of Ontario (EDCO), the awards honour efforts to promote communities for location and tourism opportunities throughout Ontario. “The competition allows local communities to see just how they stack up against other municipalities when it comes to promoting location, investment and tourism opportunities,” she says, adding that over 150 entries were judged.

The media kit is the brainchild of Taste the County (in partnership with Scout Design). Designed to fuel the media’s interest and coverage of Prince Edward County while skillfully representing the 240+ partners of Taste the County, the kit is entitled *Escape to the County*. Fashioned as a personal journal, it features an evocative first-person narrative that depicts the wealth of experiences available to visitors to the region. Much like a trip to the County, each kit is unique, interspersed with a different assortment of “found” objects (donated by Taste the County partners). Inside its covers, readers discover everything from one-of-a-kind jewellery and wine labels to coasters and fridge magnets. To target French language speakers, it is available in both English and French, as is its online counterpart, www.escapetothecounty.ca.

Launched in spring 2008, the Arts Trail (www.artstrail.ca) was created to increase visitation to the artist studios and galleries of Prince Edward County. The first of its kind in Canada, the Arts Trail is unlike conventional art trails or studio tours, which are often limited to a particular time frame and are often open to hobbyists as well as fine artists. Instead, the ground-breaking Arts Trail is a year-round experience that is limited to fine artists and craftsmen who meet a strict set of criteria. Preliminary feedback suggests that the trail is off to a flying start with the majority of its participants reporting a significant increase in both visits and sales.

“Quote from Kathy TK,” says Kathy Kennedy, executive director of Taste the County.

Taste the County is Prince Edward County’s award-winning non-profit destination marketing organization. Its mission: to successfully promote the region as a unique destination to stimulate growth.

For more information regarding Taste the County, visit www.tastethecounty.ca.

Kathy Kennedy
Executive Director
Taste the County
289 Main Street
Bloomfield, ON K0K 1G0
T 613.393.2796
E ed.taste@bellnet.ca