



FOR IMMEDIATE RELEASE

Taste the County Awarded Funds For DMC

March 13, 2009

Prince Edward County, ON—Taste the County, Prince Edward County's non-profit destination marketing organization, is proud to announce that it has been awarded \$100,000 by the Ministry of Agriculture (Ontario Market Investment Fund) and \$25,000 from the Municipality of Prince Edward to develop and execute a destination marketing campaign (DMC) focused on promoting locally made food and drink.

Taste the County's executive director, Kathleen Kennedy is delighted: "The funding provides our organization with the means to meaningfully promote our region's great food and beverage products and in turn to drive consumers to businesses throughout Prince Edward County. It's a great start this year's tourist and growing season."

A partnership between Taste the County and the Prince Edward County Winegrowers Association (PECWA), the project will showcase not only County made cuisine and wine, but also items such as cheese, meat, maple syrup, jam, chocolate, crackers, beer and cider as well as three events: Countylicious, Maple in the County and Terroir. And while its primary focus will be on the Ottawa region, it will also target Cobourg, Port Hope, Quinte and surrounding area.

For the project, Taste the County has teamed up with three area businesses: Scout Design, which was contracted in February to promote Maple in the County (www.mapleinthecounty.ca) and Countylicious (www.countylicious.ca and www.experiencethecounty.ca) through traditional media as well as social media such as Facebook and Twitter; They Integrated, which will develop a comprehensive Prince Edward County brand and a advertising campaign featuring print, radio and social media components that local businesses may buy into (businesses interested in advertising opportunities should contact Taste the County); and InfoLink, which will develop web programming and tools to showcase food and beverage, culinary experiences and accommodation packages.

The Ontario Market Investment Fund (OMIF) program is a 4-year \$12 million provincial initiative to promote consumer awareness of Ontario-produced foods and to encourage Ontarians to buy locally. Its objectives are to develop opportunities through trade events, marketing campaigns and industry research initiatives that foster partnerships and collaboration for the promotion of Ontario foods.

For more information regarding the project, please contact:

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