



**FOR IMMEDIATE RELEASE**

**Prince Edward County's Official Media Kit Wins Marketing Canada Awards**

**PRINCE EDWARD COUNTY, Ontario, October 8, 2008** – Prince Edward County's Official 2008 Media Kit was the recipient of two awards at the prestigious 2008 Marketing Canada Awards held in Fredericton, New Brunswick. Hosted by the Economic Developers Association of Canada (EDAC), this annual competition honours the efforts made by organizations to market Canadian provinces, territories, regions, cities, towns and areas.

Prince Edward County's Official 2008 Media Kit received top honours in two categories: first place in the category of General Purpose Publication and Best in Class for a General Purpose Publication (for an organization with an overall economic development budget of between \$200,001 and \$600,000). The 2008 Marketing Canada Awards attracted approximately 300 submissions from metropolitan cities of every size across Canada. The Best in Class awards are bestowed on one submission that is considered a standout in its budget category.

Produced by Taste the County™, Prince Edward County's non-profit destination marketing organization, the 2008 Media Kit is fashioned as a personal journal. Interspersed with an assortment of "found" objects, everything from one-of-a-kind jewellery to wine labels (all donated by Taste the County™ partners)—the kit features a first person narrative that depicts a seven day tour through Prince Edward County.

The goal of the kit is manifold. Its format was chosen to evoke a sense of place with its readers and to convey the wealth of experiences available to visitors to Prince Edward County while highlighting Taste the County's™ various partners. A request for items sent out to partners to include in the journal resulted in an inundation of a variety of items (including coasters, teabags, stickers, recipes, musical cds and fridge magnets) ensuring no two media kit are alike—much like a trip to the County itself.

Ultimately, the anticipated outcome of the kit is to attract media exposure, tourism, and visitor spending, while skilfully representing Taste the County's 250 plus partners.

Available in both English and French, the kit is accompanied by a bilingual website [www.escapetothecounty.ca](http://www.escapetothecounty.ca) and is available for download in PDF format.

*The 2008 Prince Edward County Media Kit was developed by Taste the County™ in partnership with the Municipal Economic Development Department to promote the region as a unique destination.*