



Taste the County™ named Business of the Year

PRINCE EDWARD COUNTY, Ontario, October 9, 2008 – Taste the County™, Prince Edward County's non-profit destination marketing organization, was named Business of the Year at the Ontario Tourism Awards gala held in Toronto last week. The award recognizes a business or event that effectively promotes and enhances tourism in Ontario.

On hand to accept the award was Rebecca LeHeup-Bucknell, Taste the County's former Executive Director. "This award means a lot to Taste the County. To be singled out from a field of outstanding nominees is an incredible honour. As an organization, Taste the County has always worked hard for its partners, striving for excellence and always trying to think outside of the box."

The Business of the Year award arrives on the heels of the Marketing Canada Awards, where Taste the County won in three categories including Best in Class for its Prince Edward County Media Kit.

The Ontario Tourism Awards were presented at the 2008 Ontario Tourism Summit hosted by the Ontario Tourism Marketing Partnership Corporation (OTMPC) and the Tourism Industry Association of Ontario (TIAO). It is a forum for the provincial tourism industry to gain insights on the latest trends and ideas as well as celebrate excellence and innovation.

Taste the County is Prince Edward County's non-profit destination marketing organization. Its primary goal is to sustain long-term marketing and project management initiatives that encourage sustainable growth in the local agricultural and tourism market. Among Taste the County's many successful initiatives are the award-winning Taste Trail (www.tastetrail.ca), which links tourists to partner wineries and eateries, and the Arts Trail (www.artstrail.ca), that guides visitors to discover 22 of the island's artists, artisans and galleries.

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