



FOR IMMEDIATE RELEASE:

Taste the County™: A Recipe For Success

February 25, 2008

Picton, ON – Taste the County™ kicked off 2008 with a bang, winning top honours for its Prince Edward County Media Kit as well as the 2007 Prince Edward County Spring Destination Marketing Campaign (DMC) at the prestigious **Ontario Economic Development Awards** held on February 7, 2008.

Hosted by the Economic Developers Council of Ontario (EDCO), the awards ceremony was attended by Dan Taylor, Economic Development Officer and Rebecca LeHeup-Bucknell, Executive Director of Taste the County™ who says she was honoured to accept both awards on behalf of all those involved, "the media kit and the DMC campaign were ambitious projects that required a great deal of team work. Everyone involved should be proud of their success—I know I am."

The media kit, the brainchild of Taste the County™ (in partnership with Scout Design), featured what appeared to be a hand-drawn map of the region and a series of postcards highlighting local events written by luminaries such as celebrity chef Jamie Kennedy and former Minister of Agriculture and Agri-Food, Lyle Vanclief.

A combination of testimonials from visitors and residents, the multi-media DMC campaign targeted the Kingston market, promoting the County as a compelling getaway destination under the slogan: Prince Edward County—Life Experiences. Experience Life. Project-managed by Taste the County™, the campaign was created in partnership with Prince Edward/Lennox & Addington Community Futures Development Corporation (PELA CFDC), the Municipal Economic Development Office, the Ontario Tourism Marketing Partnership (OTMP) and the following members of the Tourism Development Alliance (TDA):

Accommodation Association of Prince
Edward County
Angeline's Restaurant, Inn & Spa
Black Prince Winery
Bloomfield Area Business Association
(BABA)
Buddha Dog
Claramount Inn & Spa
Closson Chase Vineyards
County Cider Company
Countylicious
Currah's Café & Restaurant
Devonshire Inn on the Lake
The Eckhart House
Festival Players of Prince Edward County
Fields on West Lake

Gilbert & Lighthall Marketplace
The Grange of Prince Edward Estate
Vineyards & Winery
Harvest Restaurant
Huff Estates Winery/The Inn at Huff
Estates
Iris Gallery
Jackson's Falls Schoolhouse B&B
Kelly's Shop
Olivia & Co. Fine Used Books
OENO Gallery
One Main Street B&B
Merrill Inn
Prince Edward County Arts Council
Prince Edward County Jazz Festival

Prince Edward County Wine and
Culinary Tours
Picton Business Improvement Area
Association (BIAA)
The Regent Theatre
Rosehall Run Vineyards
Rose Haven Farm Store
Sandbanks Beach Resort
Sandbanks Estate Winery
Sandbank Homes

Suites on the Lake B&B
Sunrise Cottage Resort
Taste Trail
The Waring House Restaurant, Inn,
Conference Centre and Cookery School
Waupoos Estates Winery
Wellington & District Business Association
(WDBA)
Wellington on the Lake Golf Course
West Lake Willows

The Year in Review

The Ontario Economic Development Awards come on the heels of a banner year for Taste the County™ whose marketing efforts on behalf of its partners paid significant dividends in 2007. By leveraging existing relationships with journalists (as well as nurturing new ones), Taste the County™ generated the equivalent of \$1.7 million of public relations value for the year. The resulting coverage included articles in *National Geographic Traveler*, *EnRoute*, *Easy Traveller* and *Ricardo* magazines as well as numerous editorials in high-circulation newspapers such as the Toronto Star and the National Post.

In addition, Taste the County™ received the following honours in 2007:

- Lieutenant General's Award of Excellence, 2006 Ontario Economic Development Awards
- Winner, Business Development/Branding Harvestin' the County, 2006 Ontario Economic Development Awards
- Winner, Tourism/Branding Harvestin' the County, 2006 Ontario Economic Development Awards
- Winner, Tourism/Branding Taste Trail, 2006 Ontario Economic Development Awards
- First Place, Taste Trail, 2007 Marketing Canada Awards
- Best of Category, Taste Trail, 2007 Marketing Canada Awards
- First Place, 5th Anniversary edition of TASTE! *a celebration of regional cuisine*, 2007 Marketing Canada Awards
- First Place, Prince Edward County Media Kit, 2007 Marketing Canada Awards
- Finalist, Tourism/Publications—Specialty Brochure/Map/Guide Taste Trail, 2006 Ontario Economic Development Awards
- Finalist, Product Development/Physical Infrastructure Taste Trail, 2006 Ontario Economic Development Awards

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.

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