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## NEWS RELEASE

### For immediate release

September 25, 2006

### **Trent Hills Television Marketing Campaign Launched with the support of Northumberland CFDC**

*Trent Hills, ON* – Today Northumberland Community Futures Development Corporation (CFDC) along with the Hastings Business Association, Warkworth Business Association, Campbellford Business Improvement Area, Trent Hills & District Chamber of Commerce and Municipality of Trent Hills are pleased to announce a new fall television marketing campaign for Trent Hills. A launch was hosted at Westben Arts Festival Theatre, one of Trent Hills many unique tourism facilities, to provide area businesses and residents with the opportunity have a first look at the campaign.

The campaign is a 60 second day tripping vignette that will feature a variety of destinations throughout Trent Hills and will air on the CBC affiliate Chex Television from October to December. The project has been lead by the 5 local partners mentioned above and has been funded by the Northumberland CFDC through the Eastern Ontario Development Program.

“There has been a tremendous effort to cooperatively market Trent Hills”, notes Trent Hills Mayor Hector Macmillan. “And as a result we are now able to develop a television campaign. The Municipality greatly appreciates the support of our local partners and the Northumberland CFDC to help make Trent Hills a recognized tourism destination.”

“I am very supportive of the initiative put forward by the community of Trent Hills,” noted Rick Norlock, Member of Parliament for Northumberland-Quinte West. “Also, I am very pleased that the Municipality could access the Eastern Ontario Development Program, a program that I and my Eastern Ontario colleagues were able to maintain.”

“This is a superb project to support through the Government of Canada Eastern Ontario Development Program. The many partnerships forged to increase awareness of the area as an exciting destination in new and innovative ways is bang on. Hat’s off to the Trent Hills community for their continued leadership strides.” said Wendy Curtis, Assistant General Manager of Northumberland CFDC.

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The Eastern Ontario Development Program (EODP) is a \$10-million Government of Canada initiative which promotes socio-economic development in rural Eastern Ontario, encourages a competitive and diversified regional economy, and contributes to the successful development of business and job opportunities and sustainable, self-reliant communities.

The communities of Trent Hills include the village of Hastings, village of Warkworth, town of Campbellford, and the rural communities of Percy and Seymour. The Trent Hills and District Chamber of Commerce manages tourism services on behalf the Municipality of Trent Hills. In the fall of 2005, the Trent Hills & District Chamber of Commerce received the Bronze Marketing Award from the Ontario Tourism Marketing Partnership for the successful tourism campaign “Trent Hills – The Perfect Destination”. The Warkworth Business Association, Hastings Business Association and Campbellford Business Improvement Area each work to effectively promote their communities as a vibrant destination to visit, live and work. For more information on Trent Hills please visit our website: [www.trenthills.ca](http://www.trenthills.ca) or contact the Trent Hills Tourism Office 1-866-653-1556 or 705-653-1551.

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