



TRENT HILLS & DISTRICT
CHAMBER OF COMMERCE

Box 376, 51 Grand Rd.
Campbellford, ON, K0L 1L0
Phone: (705) 653-1551
Fax: (705) 653-1629
Email: info@trenthillschamber.ca

NEWS RELEASE

For immediate release

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Trent Hills, Ontario - The Trent Hills & District Chamber of Commerce was honoured recently by the Ontario government in recognition of their marketing campaign The Perfect Destination. The Chamber was awarded Bronze in the Best Tourism Marketing Campaign under \$100,000.

“We take our role in tourism seriously and it is very exciting to be recognized by our partners in the tourism industry,” said Doreen Sharpe, president of the chamber. “Marketing Trent Hills as a destination can prove challenging, as it is a relatively new municipality, which is why we needed to develop a creative and memorable campaign. This award not only recognizes our efforts, it has elevated the awareness of Trent Hills with our peers in the industry.”

“We are very lucky to have local creative talent such as Dale Clark of Orangecap Design working with the chamber to create campaigns that get the word out that Trent Hills is a special place to visit,” continued Sharpe. “We are very proud to partner with the municipality to promote tourism in Trent Hills and appreciate the support of the many businesses that participated in this campaign to make it a success.” More than 79 businesses and business organizations participated in the campaign that included a unique approach to “The Perfect Destination” visitor guide creating a scrapbook look with first person experiences, Polaroid-style photos, ticket stubs and most importantly, advertising in keeping with the theme. A consumer show booth was created in the same style, as were marketing campaigns in Ontario based publications – Toronto Life and Ottawa Life magazines, Northumberland County Experience Guide, and In Ontario to name a few – all pitching the perfect destination of the Trent Hills communities.

"The Municipality is extremely proud of the creativity and commitment the Trent Hills & District Chamber of Commerce and the Warkworth Business Association have demonstrated in marketing our communities to potential visitors. It is very encouraging to receive this recognition from Ontario Tourism," said Brenda Otto, Community Development Officer for the Municipality of Trent Hills. Ms. Otto nominated both the Chamber and the Warkworth Business Association for the Best Marketing Campaign under \$100,000. A top-five nod was given to the Warkworth Business Association for their marketing campaign “Take Home a Piece of Warkworth” that appeared in magazines and newspapers locally, regionally and in the GTA. The association has also created a shopping bag available at local retailers and is working on a brochure. The other finalist was Sault Ste. Marie, Silver was awarded to Prince Edward County and Gold went to Scenic Caves Nature Adventures in Collingwood.

The first-ever awards included Best Marketing Campaign over \$100,000, Tourism Marketing Partnership of the Year, Travel Journalist Award and Travel Photography Award. David Mirvish of Mirvish Productions was honoured with a Tourism Revitalization Award. More than 100 nominations were received.

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For further information contact Nancy Allanson, Executive Director, Trent Hills & District Chamber of Commerce at (705) 653-1551.

