



**FOR IMMEDIATE RELEASE:**

**Taste the County: A Recipe For Success**

**October 2, 2009**

Picton, ON – Taste the County has done it again. The regional tourism Destination Marketing Organization (DMO) has taken home two awards at the prestigious **2009 Ontario Tourism Summit** held in Windsor, Ontario at the end of September.

Taste the County received the marketing award for **Best Printed Collateral Material**. This award was in recognition of the organization's latest media kit, romantically titled "Escape to the County". The media kit, designed in partnership with Scout Design, featured a travel journal stuffed full of trinkets and postcards, wine labels and recipe cards – the kinds of things one would pick up as keepsakes of an enjoyable journey. The goal was to entice travel writers and journalists all over the world to explore and promote Prince Edward County.

Taste the County was also recognized for its work since 1999 promoting culinary tourism, and took home the **Culinary Tourism Leadership Award** sponsored by the Ontario Culinary Tourism Alliance. Taste has provided leadership in crafting unique, self-sustaining experiences and events that showcase and preserve what is unique in Prince Edward County - a rich agricultural heritage and a strong connection to the land - as well as demonstrating that partnerships between businesses add value to the consumer and enrich the visitor experience.

Countylicious, this year a month-long fixed price menu promotion hosted at a number of local restaurants and developed by Taste the County with its members, was a finalist for **Best Marketing Campaign under \$25,000**.

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](http://www.tastethecounty.ca).

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