



Go Snowmobiling Named 2009 Best Tourism Marketing Partnership

Barrie, ON. October 1, 2009: The OFSC Go Snowmobiling Campaign received top honours as the Best Tourism Marketing Partnership last night at the 2009 Ontario Tourism Awards. This prestigious award came from the Ontario Tourism Marketing Partnership Corporation (OTMPC) and the Tourism Industry Association of Ontario (TIAO), which recognized Go Snowmobiling for its excellence and innovation as a key contributor to Ontario's economic prosperity. The presentation was part of a gala celebration at Caesars Windsor Convention Centre attended by more than 400 tourism industry delegates.

The Go Snowmobiling Campaign is an exciting program spearheaded by the Ontario Federation of Snowmobile Clubs that brings together many diverse partners in a united and sustained effort to promote and grow snowmobiling tourism in Ontario by promoting to the sledding lifestyle and experience. The campaign's goal is to encourage more people to ride in Ontario by attracting new participants, to bring back former riders, to expand participation among existing riders and their families, to remove tourism barriers, and to raise public awareness of the benefits of snowmobiling.

"The OFSC is thrilled at this recognition for Go Snowmobiling and wants to share it with our partners whose support helped make our 2008/09 campaign such a success, especially the OFSC board of governors, districts, clubs and volunteers," said John Blaicher, OFSC campaign coordinator. "Our 2009/10 program is in the final planning stages and we invite everyone with a stake in growing winter tourism and the snowmobiling industry to join us."

2008/09 Go Snowmobiling Industry and Tourism Partners included:

Arctic Cat
Baffin Boots
Believer Plus Insurance Brokers
Canadian National Sportsmen's Show (CNSS)
Carlisle Belts
Choko Design
Clarion Resorts
Delta Pinestone Resort
Deerhurst Resort Hunstville
Digital Video Productions (Snow Goer Canada and Snowmobiler TV)
Dyconia Hotel Wasaga
Easter Seal Society of Ontario
EZ Traxx Distributors
Factory Recreation
Flo 'n Go
Haliburton Forest & Wildlife Reserve
Horseshoe Resort
International Snowmobile Manufactures Association (ISMA)
Intrepid Snowmobiler
Jack 'n Jill Sports

Mustang Survival
Ocean Transport Services Freight Forwarding
Ontario Tourism Marketing Partnership Corporation
Pike Lake Golf & Country Club
Polaris
Royal Distributing
Royal Sun Alliance Insurance
Ski-Doo/BRP
Skywords Media
Supertrax Media (Supertrax magazine and Snow Trax Television)
Triton Trailers
Westmount Hospitality
Yamaha

The Ontario Federation of Snowmobile Clubs is dedicated to providing strong leadership and support to member clubs and volunteers, to establishing and maintaining quality snowmobile trails which are used in a safe and environmentally responsible manner, and to furthering the enjoyment of organized snowmobiling.

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*For further info and to join the Go Snowmobiling Campaign,
please visit: www.ofsc.on.ca
or contact: Josh Grills (705) 739-7669 x. 235*