

MEDIA RELEASE
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2009 PETERBOROUGH & THE KAWARTHAS TRAVEL GUIDE NOW AVAILABLE

[PETERBOROUGH] The Greater Peterborough Area Economic Development Corporation (GPA EDC) launched the 2009 Peterborough & the Kawarthas Travel Guide at an event held today at the Visitor Information Centre. Local photographers, tourism operators, dignitaries and media were invited to join the Board and Staff of the GPA EDC as they celebrated the new guide.

The 2009 Travel Guide features information about the many assets the region has to offer including: dining and the Kawartha Choice local food initiative, attractions and accommodation, trails, golf and shopping. The guide also highlights the hundreds of events that take place throughout the year in a removable Events Guide section. The 16-page mini booklet invites visitors and locals to Kick it up in the Kawarthas, while the back two pages contain coupons for use throughout the region. New for 2009, the Travel Guide editorial features "Word of Mouth" sections where visitors and residents share their favourite things about the area.

To be more environmentally responsible, the 100,000 copies of the guide have been produced using FSC (Forest Stewardship Council) certified paper. As always, the guides will be distributed at trade shows, through mail-outs, travel centres, through website requests, to walk-in visitors and in conference and relocation packages.

The 2009 Travel Guide, designed by local Peterborough-based Studio-N, is the primary information source used to promote Peterborough & the Kawarthas as a premier tourist destination. Photographs from 22 local amateur and professional photographers were used in the design of this year's guide. We encourage local photographers to submit their digital images throughout the year. Visit www.thekawarthas.net/photo-credits.php for more information.

Peterborough & the Kawarthas Tourism is the official Destination Marketing Organization (DMO) for the Greater Peterborough Region. Operating from a new state of the art facility at The Parkway and Crawford Drive in Peterborough, Ontario, the Visitor Information Centre is open year round. For more information visit www.thekawarthas.net.

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