

## **NEW FALL MARKETING CAMPAIGN LEVERAGES BRUCE, GREY AND SIMCOE HISTORY**

**September 19, 2011** – Regional Tourism Organization 7 (RTO7) is proud to announce the launch of Region 7's first ever marketing advertising campaign.

Anchored by the campaign microsite [brucegreysimcoe.com](http://brucegreysimcoe.com), the advertising incorporates historical references to the three counties by profiling each county's namesake – Sir James Bruce, Charles, the second Earl of Grey, and Lt. Governor John Graves Simcoe. The advertising incorporates a tongue-in-cheek sense of humour, featuring each historical figure with headlines that speak to the many seasonal activities and events available in the region.

Scheduled to run for the next four weeks, the campaign targets consumers in the Greater Toronto Area, Southwestern Ontario and across Bruce, Grey and Simcoe. The campaign consists of a mix of newspaper, television, radio, outdoor billboards and online ads (both display and search engine marketing) – each with the call-to-action driving Ontarians to [brucegreysimcoe.com](http://brucegreysimcoe.com). There, visitors will be able to link to a variety of sites that promote the many attractions, activities and experiences available in RTO7.

The campaign includes a social media component, where visitors can visit the campaign's Facebook page to read posts about the great experiences RTO7 has to offer, view stakeholder deals and services, and even post their own personal highlights after visiting the region.

"Social media plays a large role in the campaign, allowing for quick and relevant impressions that have the potential to reach thousands of Ontarians," notes RTO7 Director of Marketing Bill Sullivan. "It also provides our tourism owners and operators with a powerful medium to promote their business and/or services."

Sullivan says planning is now underway for a more extensive follow-on winter campaign, which will extend through March.

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### **FOR MORE INFORMATION CONTACT:**

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