

BruceGreySimcoe tourism group launches "Four Seasons of Fun" contest

BRUCE|GREY|SIMCOE March 26, 2012 /CNW/ - To create awareness of its recently launched BruceGreySimcoe tourism brand, Regional Tourism Organization 7 (RTO7) is pleased to announce the "Four Seasons of Fun" contest in partnership with Nikon Canada.

Open to the public and members of the tourism and hospitality industry, the contest starts March 26th and closes on April 22, 2012. Entering is simple - submit your favourite stories, photos and videos about your most memorable BruceGreySimcoe experience through www.brucegreysimcoe.com.

"We're excited about the participation of Nikon Canada in this contest," said Jeffrey Schmidt, executive director of contest sponsor RTO7. RTO7 is an independent, industry-led, not-for-profit organization under the Ontario Ministry of Tourism, Culture and Sport's regional tourism management and funding initiative.

"Given the wealth of natural beauty Bruce, Grey and Simcoe have to offer, it was a natural fit to encourage people to tell us what they love about the area in pictures and video, as well as words." Schmidt adds that the contest will award dozens of Nikon cameras as prizes for the best entries, as well as weekly draw prizes.

Complete contest details are available at www.brucegreysimcoe.com, which also features information on spring offers, promotions and happenings throughout the area.

The contest features an extensive social media component and will be promoted through an extensive regional radio, newspaper and direct mail advertising campaign in the coming weeks.

For further information:

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