

PRESS RELEASE

BruceGreySimcoe Announces Summer's Big Here Marketing Campaign

June 11, 2012: BruceGreySimcoe is pleased to announce the launch of the **Summer's Big Here** marketing campaign, aimed at showcasing the region's big sky, big water, big vistas, and big hearts. Campaign highlights will be unveiled at the following information meetings:

- Tuesday, June 12, 2012, 2:00 pm: Nottawasaga Inn Resort, 6015 Highway 89, Alliston
- Wednesday, June 13, 2012, 10:00 am: Meaford Hall, 12 Nelson Street, Meaford
- Wednesday, June 13, 2012, 2:00 pm: Southampton Town Hall, 201 High Street, Southampton

Attendees will be the first to preview key campaign initiatives including a new promotional video with music specially written and recorded by **Coco Love Alcorn**, an acclaimed local recording artist who resides in Owen Sound.

There will also be a sneak peek of the new BruceGreySimcoe.com consumer website launching in June. The site leverages social media to connect consumers and tourism operators in an ongoing conversation about their experiences in BruceGreySimcoe. Summer experience-focused companion sites featuring golf, beaches, food and the War of 1812 bicentennial activities are also being introduced.

"BruceGreySimcoe is a region that is abundant in great tourism assets and our welcoming friendly nature is one of the most valuable. We want the world to know it – this campaign will assist in getting that message out," says Bill Sullivan, Director of Marketing for Regional Tourism Organization 7 (RTO7).

The summer campaign will build on the success of previous seasonal campaigns in delivering the message that BruceGreySimcoe is always in season and ready to host visitors for the summer.



About BruceGreySimcoe: BruceGreySimcoe is the regional tourism brand launched by Regional Tourism Organization 7 to promote and market Bruce, Grey, and Simcoe counties as a four-season tourist destination. RTO7 is a not-for-profit organization created in 2010 and funded by the Ministry of Tourism, Culture and Sport as a result of the province's regional tourism management and funding strategy. The organization's mandate is to build and support competitive and sustainable tourism in the region.

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Consumer site: www.BruceGreySimcoe.com

Tourism industry site: www.rto7.ca

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