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## NEWS RELEASE

### “TEAM” Prince Edward County wins at 2007 Marketing Canada Awards

Picton, ON - The County of Prince Edward was awarded 1<sup>st</sup> place and Best of Category for its **Taste Trail** culinary tourism product in the 2007 Marketing Canada Awards held last week in Saskatoon. In addition, the County won 1<sup>st</sup> Place for its 5<sup>th</sup> Anniversary – **TASTE! a celebration of regional cuisine** event and 1<sup>st</sup> Place for the **Prince Edward County Media Kit**. These 4 awards follow the prestigious Lieutenant General’s Award of Excellence and 5 other awards the County received this past February at the 2006 Ontario Economic Development Awards in Toronto.

The 2007 Marketing Canada Awards were sponsored by the 700+ member Economic Developers Association of Canada. This year’s Awards program, termed ‘The Best of the Best’ consisted of 18 sub-categories and attracted 173 submissions from across Canada.

“These national awards highlight the successes that are achievable when we engage the business community in partnerships to promote our strengths,” said Mayor Leo P. Finnegan. “The Taste Trail has certainly put us on the culinary map and I would like to extend my congratulations to our Economic Development Officer Dan Taylor, the team at Taste the County™ and the many community businesses that were involved in these programs.”

The Taste Trail and TASTE! event were developed in partnership with the Municipality, Taste the County™ and the agri-culinary businesses throughout the County. The 2007 Prince Edward County Media Kit was developed by Taste the County™ with partnership support from Prince Edward Lennox-Addington Canadian Futures Development Corporation (PELA CFDC) and the Municipality.

“We are so proud of our Taste the County™ partners; we wouldn’t be able to develop this community’s winning formula without them. Our partnership with the Economic Development Office continues to reap many rewards and we are thrilled to have achieved these awards on behalf of the community.” noted Rebecca LeHeup-Bucknell, Executive Director of Taste the County™

“All of these winning programs are a result of partnerships,” states Economic Development Officer Dan Taylor. “In most cases the partnerships include community organizations such as Taste the County, dozens and dozens of local businesses, multiple levels of government and PELA CFDC, as well as our talented suppliers. It’s pretty amazing to be selected as a top economic development region by our peers on a provincial and now on a national level, especially when you think of the size and scale of Prince Edward County.”