

Tourism Newsletter

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Did you know it's Online?

www.Brant.ca

- Events Calendar
- Business Spotlight
- Printable Maps
- Electronic Brochures
- Trail Information
- Media Releases
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What's Happening in the County of Brant

This spring season has brought a flurry of activity to the County of Brant. Not only are the flowers in bloom, but the streets are busier as people relish in warm weather.

The events calendar online at www.brant.ca/ events is brimming with activities from antique fairs, to theatrical productions, historical speakers, fairs, and fish fry's.

There are many additions to local businesses, and a

few new undertakings in the County of Brant. There will be no shortage of Ice Cream in this warm weather as Chocolate Sensations in Paris has now added hard ice cream and fudge to their offerings, and Main Street Treats Ice Cream Shop opens in St. George. Eskimoo Joe's Ice Cream has expanded to include candy at the shop, and The Brown Dog Café in St. George will soon be opening a Paris location.

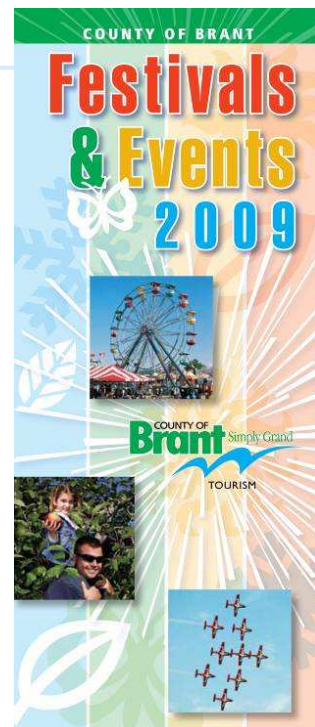
Looking for things to do with your family? Stop into any County office to pick up your "Journey the Grand 2009" guide to all of the conservation areas within the Grand River Watershed including camping, fishing, swimming, and hiking listings. Don't forget to mark down September 2 as a family day for the Rotary Brantford Charity Air Show featuring an extensive lineup including the Snowbirds!

Brant Festivals & Events

Back by popular demand the County of Brant has produced an updated Annual Event Brochure.

The brochure covers many events throughout the County, providing a wide scope of activities for everyone from children to seniors and special interest groups. The full-colour brochure features images from some of our popular festivals. The new promo-

tional piece will be used throughout 2009. Hard copies of the publication have been distributed to County offices, community centres, tourism partners, libraries, neighboring tourism centres, and visiting tournament teams. The brochure will also be available to view and print from www.brant.ca website, and visitors to the website can also request a printed copy via mail.



The Outdoor Adventure Show

Presented by:  ONTARIO PARKS

County of Brant Tourism attended the Outdoor Adventure Show at the International Centre in Toronto to promote our eco-tourism and outdoor attractions. Tourism Brantford and Grand River Country partnered with the County of Brant for the exhibition booth space. This is the 5th year the County has attended the show.

The show is Canada's largest outdoor sports and travel event featuring

Consumer Tradeshaw Exposure for Brant

Mountain Biking, Kayaking, Canoeing, Hiking, Camping, Scuba, Travel Destinations, Clothing & Gear, and Outdoor Adventure Getaways. During the three day show over 29,500 consumers visited the show!

We have found a fantastic niche at this show in attracting a highly passionate audience who love the outdoors, have disposable income and enjoy learning about new destinations and products. This audience is open to new adventure activities and outdoor pursuits.



Melissa Minshall & Susan Sager (Tourism Brantford) at the Booth at the Toronto International Centre

For the past 6 years the County of Brant has participated at the show promoting the Best of Brant Outdoors, and all we have to offer residents and visitors.

Bountiful Brant Map Launched



"Local food isn't cheap, it's Priceless."

*-Sandra Vos
Brant County Federation of Agriculture & Bountiful Brant Committee*

A dedicated group of volunteers (right) joined forces to initiate the Bountiful Brant Local Food Initiative. The initiative includes the newly launched Buy Local! Buy Fresh! Map, a guide to 39 farmgates and markets throughout Brant County where consumers can buy local produce and support our own economy.

Buy Local! Buy Fresh! was compiled by the Brant County Federation of Agriculture, and supported by a diverse group of partners, including Enterprise Brant, the County of Brant,

Brantford Tourism, the Brantford

Farmers' Market, the Six Nations-New Credit Marketing Collective and the Brant County health unit. The project began two years ago when volunteer committee members noticed that farmers in other counties with substantial urban areas were producing "eat local" maps.

The official Launch at County Council Chambers on April 17 had over 100



farmers, partners and stakeholders. MPP Dave Levac delighted the gathering by announcing that the Ontario Ministry of Agriculture, Food and Rural Affairs has approved a \$45,000 grant toward the project's \$90,000 budget.

Planned projects will include a website, holding culinary tourism events and other activities to promote local agriculture.



Springtime in Paris

Celebrate the magic and wonder of spring in Paris , Ontario , the prettiest town in Canada!

Enjoy the live butterfly release with Mother Nature, Father Thyme and Madame Butterfly. Take in all the events and enjoy

the natural beauty of our town nestled in the valley at the forks of the Grand and Nith Rivers June 6th and 7th, 2009.

The Grand opening ceremony will be held at Lions Park in Paris on Saturday, June 6th at 10:00am with live Monarch Butterfly release. Garden tours, craft show,

children’s activities, live entertainment all day, Saturday and Sunday at the band shell. The OPP Golden Helmets will perform on Sunday at 11:00am on Mechanic Street, followed by the duck race Sunday at 2:00 PM on the Nith River.

Check out the website at www.springtimeinparis.ca



*Live Butterfly Release
10am Saturday*

Cultural Tourism Coming To Brant

Ontario is helping to develop cultural tourism in the County of Brant.

The Province is providing \$34,150 to help hire a cultural development officer to work closely with local businesses, cultural groups and the First Nation community to develop a coordinated cultural tourism industry in Brant. The partners will create a marketing strategy to position the region as a cultural destination of choice in southwestern Ontario.

The funding is part of the Rural Economic Development Program which invests in community-based projects in three priority areas: improved access to health care services, revitalized communities and downtowns, and enhanced skills training.

“I would like to congratulate the Friends of Paris and its partners on the initiative to make Brant a cultural destination of choice in Ontario. The McGuinty government is strongly committed to

supporting organizations that are investing in their communities.”
- Leona Dombrowsky, Minister of Agriculture, Food and Rural Affairs

“Our government recognizes the economic impact that tourism has on Brant. By enabling communities to coordinate their marketing activities, we are helping them reach new audiences, create more jobs and generate more economic activity.”

- Dave Levac, MPP for Brant

Quickfacts

Since 2003, the Province of Ontario has invested \$73 million in 220 projects through the Rural Economic Development Program.

Beautifying Burford

The Burford Revitalization committee is continuing their efforts this spring, and summer and is making the following request:



It is that time of year again where we are launching our Flag Campaign. We are asking for a donation of \$20.00 to be made at the TD Bank in Burford. Anyone who donates to a flag will have their name thanked in the Burford Times for their

donation and support.

We ask that you please help to make our small community a vibrant beautiful Burford that we can all be proud of. Thank you for your support!

-The Burford Revitalization Committee



Downtown Burford



Partners in the Grand River Country Marketing Alliance are more than pleased with the completion of our recent Birding Trails Map. Beyond the map, the media exposure for the project has exceeded our goals. One of the recent articles sums up the entire project:

Birding trails in Grand River Country

CAMBRIDGE—As printed in the Wellington Advertiser Volume 42, Issue 21

Gardeners often like to attract birds to their back yards. But there are other places to view their feathered friends, and the

Grand River watershed has an amazing variety of hiking and cycling trails that are used by thousands of residents and visitors in all four seasons.

And, officials at the GRCA have noted, avid birders know the trails are places to discover the more than 290 species of birds that either nest along the Grand River or pass through during spring and fall migration.

From the Luther Marsh Boot-legger Trail in the north, to Ruthven Park national historic site's Riverside Trail in the south, the Grand's trails and birding opportunities are second to none in Ontario.

To help novice hikers and birders discover the trails this summer, the Grand River Country tourism alliance has just completed its Trails Take Flight brochure and accompanying website. They will introduce you to 20 of the best birding trails in the Grand River Watershed.

Information on the trails and bird species to be seen were scouted by the Guelph Field Naturalists, and the website was developed with a grant from the Ontario Ministry of Health Promotion. The website features inter-active trail maps, and includes descriptive text and photos about each trail and the birds you may there.

Business Spotlight:



Located at 20 Mechanic Street, this is *THE* ice cream and candy shop that everyone is talking about where only the coolest people in Brant County are seen. Eskimoo Joe's features soft serve and scooped ice cream in a huge assortment of flavours. New this summer, kettle corn, candy floss, and old fashioned candy. We buy local, and support the "100 mile diet" by featuring ice cream products from Maypole and London dairies not to mention our own ice cream novelties made right on the premises.

Make Eskimoo Joe's your destination and enjoy one of our daily features at special prices...

Invite Eskimoo Joe's to your next birthday party, bridal shower or wedding reception. We have the best ice cream cakes in Brant County !!! Our cakes are available in individual servings or regular cake sizes and are "made to order" to suit your event.

This year we will be planning a number of special events and fundraisers at the store so stay tuned to our NEW website for upcoming events, specials

and promotions it will be up and running soon www.eskimoojoes.com

Planning an event... charitable or corporate? Book our ice cream trailer and a generous portion of sales will be contributed to your charity.

So come to Eskimoo Joe's (across from Canadian Tire in Paris) or call us 519-442-5100 and experience how cool we are!!!

To be featured in the next Business Spotlight Contact Brant Tourism



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