

May 2, 2006 - For Immediate Release



MEET ONTARIO'S NEWEST DMO: THE RIDEAU HERITAGE ROUTE TOURISM ASSOCIATION

The Rideau Heritage Route Tourism Association (RHRTA), Ontario's newest Destination Marketing Organization (DMO), will promote the Rideau Heritage Route (RHR) through the development of marketing, communications and promotional programs. The RHR follows along the Rideau Canal, highlighting the variety of world-class cultural experiences within the adjoining towns, villages and the Cities of Kingston and Ottawa. The overall goal is to position the entire RHR Corridor as a tourism destination by promoting the region's authentic, arts, heritage, cuisine, agri-tourism and natural history experiences.

"This scenic route winds its way through historic sites, charming villages, quaint attractions and spectacular recreation areas" says Irv Mazurkiewicz, President of the Rideau Heritage Route Tourism Association Board, and "will be promoted as one entire World Class destination through various advertising and marketing programs beginning in 2006."

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