

Circuit patrimonial

Rideau
Heritage Route



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- For Immediate Release

**THE RIDEAU HERITAGE ROUTE TOURISM ASSOCIATION
COMPLETES ONTARIO'S LARGEST TODS SIGNAGE PROJECT**

The Rideau Heritage Route Tourism Association (RHRTA) has just completed Ontario's largest TODS signage project which began in 2006 and now links all the communities along its route with over 100 signs from North Grenville to Kingston. The tourism directional signs and trailblazers are part of the Tourism Ontario Directional Signage program (TODS). Bill Putman, Eastern Manager for the TODS program confirmed that "The Rideau Heritage Route signage project is indeed Ontario's longest route and TODS' most extensive undertaking to date with the most signs installed."

The signage will allow visitors a clear visual identification of the route as it winds its way through historic sites, charming towns and villages, quaint attractions and spectacular recreation areas.

The Rideau Heritage Route Tourism Association, Ontario's newest Destination Marketing Organization (DMO) comprised of the Rideau Canal, its adjoining towns, villages and the Cities of Kingston and Ottawa positions the entire Rideau Heritage Route as a tourism destination by promoting the region's authentic experiences through cooperative marketing initiatives and advertising campaigns.

The Rideau Heritage Route is proud to promote this important year for the Rideau Canal as we celebrate the 175th anniversary of its completion and will continue to promote the entire corridor citing its new UNESCO World Heritage designation which will propel the destination onto the World stage like never before.

For more information please visit www.rideauheritageroute.ca

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For more information contact Anne Marie Harbec, Executive Director at info@rideauheritageroute.ca

* See attached map for the official Rideau Heritage Route