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- For Immediate Release

Increased visits expected as Rideau Canal and historic fortifications given prestigious global heritage status

Rideau Heritage Route a delightful journey along Ontario's first UNESCO World Heritage Site

June 28, 2007—The Rideau Heritage Route Tourism Association expects a more active and exciting tourism future for the entire Rideau Corridor as a result of The Rideau Canal, along with Fort Henry National Historic Site and its 4 Martello tower fortifications in Kingston, being designated a **UNESCO World Heritage Site**, the first for the Province of Ontario.

The decision was announced at the 31st session of the World Heritage Committee of the United Nations Educational, Scientific and Cultural Organization, in Christchurch, New Zealand, and will be celebrated at a ceremony on Saturday, June 30 in Ottawa, the northern terminus of the Rideau Canal, followed by K-Rocking the Rideau, another celebration on July 1 at Fort Henry, in Kingston, the southern terminus of the Rideau.

The Rideau Canal was one of 36 natural and cultural sites that were reviewed for inclusion on the World Heritage List by the UNESCO session. The World Heritage List now numbers 848 properties (656 cultural, 167 natural and 25 mixed) in 184 States Parties. The Rideau Canal becomes the first Ontario location and the 14th Canadian location to be named a UNESCO World Heritage Site.

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, promotes the entire Rideau Heritage Route as a tourist destination by highlighting the region's authentic arts, heritage and natural history experiences.

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

For more information on the year-long celebration, please visit www.rideau175.org and for visitor information visit www.rideauheritageroute.ca or contact Anne Marie Harbec, RHRTA Executive Director at info@rideauheritageroute.ca