



Chambre **économique** de l'Ontario



Press Release
For immediate release

Relax...or not, in the Lower Ottawa Valley

CASSELMAN, June 11 2004 – The President and Chief Executive Officer of the Chambre économique de l'Ontario, Ms. Linda Savard, the Minister of Culture and Minister responsible for Francophone affairs, the Honourable Madeleine Meilleur, the Glengarry-Prescott-Russell MP, Don Boudria, the President of the United Counties of Prescott and Russell, Mr. Jacques Héту as well as the President of the Prescott-Russell Tourism Association, Ms. Monique Levert and their partners are proud to unveil the new official touristic image of the Lower Ottawa Valley.

A few quotes from our distinguished guests:

«The Lower Ottawa Valley Regional Tourism Development project will motivate tourists to visit the many attractions and destinations in the agricultural and tourism sectors», said the Honourable Don Boudria, P.C., M.P. for Glengarry-Prescott-Russell

«The McGuinty government is committed to revitalizing tourism in Ontario and building a strong and prosperous economy», said minister Meilleur.

After working intensively and awaiting the results for a number of years, a tour guide, map and a new website, all honouring the new image of the Lower Ottawa Valley, have been unveiled today, at the Casselview Golf Club. Distinguished guests were present such as tourism industry operators, politicians, partners and community representatives.

These promotional products will culminate all the efforts of the Chambre économique de l'Ontario, the Prescott-Russell Economic Development Office, the Prescott-Russell Tourism Association and their partners that have worked for more than two years to promote this region. In light of this collective effort, most tourism operators will finally be regrouped in one single tour guide, to incite tourists from everywhere to come visit our region. They will take advantage of major visibility and will continue to accumulate positive results stemming from this spring's promotional campaigns on the radio, in newspapers, in magazines and at travel shows and tourism exhibitions.

A variety of advertising campaigns were organized in order to promote Prescott-Russell and we are confident that, with the extra boost from the distribution of 50 000 tour guides and 75 000 maps, we will be able to bring more tourists in the region this year.

Note that in 2001, the Chambre économique de l'Ontario initiated, with its partners, the Lower Ottawa Valley Tourism and Rural Development (LOVTRD). With the new promotional tools unveiled today, the Lower Ottawa Valley will now, more than ever, be known to all!

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«The Chambre économique de l'Ontario is proud to finally proceed to the launch of these products! Too many people have worked on this project, with conviction and passion, not to make a special event in honour of their great work. A job well done!», said Ms. Linda Savard, President and Chief Executive Officer of the Chambre économique de l'Ontario. « Many thanks are in order today. Financial partners: the Ministry of Municipal Affairs and Housing, Agriculture Canada, the Ontario Ministry of Tourism, the Canadian Tourism Commission, Human Resources and Skills Development Canada, the PRTA, La Cité collégiale and the United Counties of Prescott-Russell. Without your help, this project would be virtually impossible. A special thanks to all tourism operators whom everyday, work extremely hard and always stay involved» adds Ms. Savard.

The Chambre économique de l'Ontario is a provincial organization that represents around 2 500 francophone entrepreneurs in Ontario and is known to be the representative of the French economical sector to municipal, provincial and federal instances. This organisation centers its productivity towards tangible and durable results. The CÉO evolves in all different spheres of Ontario's economy and provides a wide range of professional services and commercial advantages for its members. To know more about these activities, please consult the CÉO's website at www.ceo-on.com.

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