

## PRESS RELEASE

From: Sheila Devost - Tourism Development Officer – Middlesex Tourism  
Date: April 13<sup>th</sup>, 2010  
RE: Middlesex Tourism

---

Middlesex Tourism....We're on the Way ... has finally arrived at its destination!

On Friday April 9<sup>th</sup>, 2010 Member of Parliament for Lambton-Kent –Middlesex, **Bev Shipley** was in Komoka at the Community Futures Development Corporation of Middlesex County (CFDC) office to announce the Government of Canada is investing more than **\$800,000.00** to create new jobs and boost the local economy in **Middlesex County**. The money provided through the Sand Plains Community Development Fund targets community –based initiatives that support regional development.

One of the recipients was identified as the newly formed Middlesex Tourism who will work with stakeholders, service providers, organizations, local service groups, and business owners to promote local tourism and encourage new tourism related business.

This new initiative is being built on the success of Community Futures Development Corporation of Middlesex County (CFDC) who has been developing marketing strategies for tourism on behalf of the County of Middlesex since 2004. Cara Finn, General Manager of CFDC of Middlesex County recently addressed the participants at a Tourism Symposium held in Strathroy in February. Ms. Finn spoke passionately about the efforts of the CFDC to promote and market Middlesex County as a tourism destination for the last several years and was delighted at the potential of a formal presence for tourism in Middlesex County.

Middlesex County is one of the largest counties in the region; strategically placed and bordering on Elgin, Oxford, Huron, Perth, Lambton and Chatham Kent counties, as well as the urban centre of London, Ontario all of which have tourism associations and or organizations. The formation of Middlesex Tourism will bridge the gap and connect seven counties within the region. As the Ministry of Tourism works to implement Regional Destination Marketing Organizations it is clear this project is not only essential to the economic growth and development of Middlesex County but is also the “final piece of the puzzle” for the region.

-30-

For more information, please contact Sheila Devost- Tourism Development Officer  
Middlesex Tourism  
22423 Jefferies Road, Unit 6, R.R. #5, Komoka, ON N0L 1R0  
t. 519.641.7190 f. 519.641.6288 [www.middlesextourism.ca](http://www.middlesextourism.ca)