



News Release

For immediate release

GOVERNMENT OF CANADA HELPS BOOST TOURISM IN THE SAND PLAINS REGION

ST. WILLIAMS, ONTARIO, AUGUST 9, 2010 – The Government of Canada is investing up to \$60,000 to stimulate tourism and boost the local economy in Norfolk County with the creation of Eco Safari, a new attraction in the Sand Plains region. The announcement was made today by the Honourable Diane Finley, Minister of Human Resources and Skills Development Canada on behalf of Agriculture Minister Gerry Ritz.

“Our Government knows the importance that tourists have on the local economy and this exciting initiative stands to attract visitors to the Sand Plains region,” said Minister Finley. “We are continuing to work together with small businesses to ensure our local community and surrounding region remains strong and competitive.”

The Blueberry Hill Estates Farm that overlooks the Long Point World Biosphere Reserve will host the unique adventure, providing a new interpretive and educational tour for visitors of all ages. The 13 kilometre self guided trail ride will look over the area’s vast ecological features, showcasing Carolinian woodland forests, wildlife and over 100 points of interest. Visitors will ride on specially designed golf carts. This new attraction will attract both locals and tourists to its location and expand the length of stays in the Long Point area.

Funding is being provided through the Sand Plains Community Development Fund administered by the Ontario Association of Community Futures Development Corporations. The fund targets community-based initiatives that support regional development, attract and retain people and investment, and stimulate business development and job creation.

For more information on the Sand Plains Community Development Fund, please visit www.ontcfdc.com or www.sandplains.ca.

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