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Ontario Tourism Marketing Partnership Corporation
An Agency of the Government of Ontario

**MEDIA RELEASE
FOR IMMEDIATE RELEASE
February 8, 2017**



HOW “THE CANOE” IS BRINGING AN EMOTIONAL CONNECTION TO TOURISM IN ONTARIO

(Sault Ste. Marie, ON) – Tourism Northern Ontario (TNO) in partnership with the Ontario Tourism Marketing Partnership Corporation (OTMPC) are pleased to announce the Canadian Canoe Culture Campaign and the release of “The Canoe” documentary film, featuring the best of paddling in Ontario.

This joint marketing multi-year campaign will share with consumers the essence of Ontario's paddle experiences under 5 themes including; making real connections with families and friends; challenging yourself; paddling painted landscapes of the Group of Seven and Tom Thomson; newcomers and paddling like a Canadian; and shared knowledge through Indigenous experiences. This inspiring campaign will unite and unify the paddling community, operators, indigenous communities, destinations and paddling experts across Ontario via a dynamic marketing approach. The campaign is targeted to attract enthusiasts and novices within Ontario, across Canada, the United States and international markets.

“The Canoe” is a documentary film, directed by renowned filmmaker Goh Iromoto, released today as a fundamental piece of the campaign. This evocative film captures the human connection and the remarkable bond created by Canada’s well-known craft and national symbol, the canoe. By illustrating the stories of five paddling enthusiasts across the province of Ontario, Canada—a majestic background both in landscape and history—viewers can envision how the canoe has allowed different people to connect with their families, their inner selves, their landscapes, their homes and new and traditional Canadian cultures.

“The Canoe” can be viewed at: ontariotravel.net/paddle



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ONTARIO
Yours to discover

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“We are fortunate to live in a province that is home to so many experiences for both residents and visitors to discover. The Canadian Canoe Culture campaign shines the spotlight on one of the most iconic symbols from our rich heritage, and is a great example of the tourism industry working together to promote a truly Ontarian experience.” – Eleanor McMahon, Minister of Tourism, Culture and Sport

“The Ontario Tourism Marketing Partnership Corporation is thrilled to be partnering with Tourism Northern Ontario on the Canadian Canoe Culture Campaign. The canoe is a wondrous part of the outdoor experience on Ontario’s lakes, rivers and waterway systems. Through this campaign, we know travellers will be inspired to take a canoe adventure in Ontario.” – Lisa LaVecchia, President and CEO, OTMPC

“Tourism Northern Ontario was excited to come on board as part of this exciting campaign which celebrates a cornerstone in Canada’s history. I could not think of a better time to celebrate the iconic canoe than on the year of Canada and Ontario’s 150th birthday. We have hopes this campaign will inspire and encourage fellow Canadians to take to the water this year and experience the canoe themselves.” – Marty Kalagian, President, Tourism Northern Ontario

For more information about the Canadian Canoe Culture Campaign, please visit:
tourismpartners.com

“The Canoe” film will be premiered on February 23, in Toronto, at the Reel Paddling Film Festival, and also at over 120 locations across Canada, the United States and internationally. For more information, please visit: reelpaddlingfilmfestival.com

Tourism Northern Ontario is one of 13 not-for-profit regional tourism organizations funded by the Ontario Ministry of Tourism, Culture and Sport. We are the largest tourism region in geography, the second largest in expenditure and the only region that includes sub-regions.

Tourism Northern Ontario coordinates, aligns and invests in sub-regional programs and leads in identified pan-northern management functions; co-ordination of marketing, product development, workforce and industry training, and investment attraction with the ultimate goal to significantly increase tourism revenues in Northern Ontario. Increased visitation and yield are achieved by delivering programs designed to enhance existing tourism products and developing new tourism opportunities for the North.

Working Together To Build A Stronger Tourism Industry



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Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario with a vision to position Ontario as a preferred global destination.

For more information on OTMPC, please visit:
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