

## Headwaters Equine Leadership Group has a new website

By Bill Rea

The Headwaters Equine Leadership Group (HELG) has launched the new [HeadwatersHorseCountry.ca](#) website.

The official announcement was made recently by representatives of the Hills of Headwaters Tourism Association at the One-Year Countdown event to the 2015 Pan American Games at Caledon Equestrian Park in Palgrave.

"We're pretty excited," declared Vicki Sword, marketing coordinator for Headwaters Horse Country.

The Headwaters region has more than 2,000 horse farms, 23,000 horses and four internationally recognized event facilities. Sword observed the region is the center of equine excellence in Ontario and [HeadwatersHorseCountry.ca](#) has been developed to support the love of everything equine in the Headwaters.

Visitors to the site can find horse country news, events, businesses and information all in one place. Whether they are looking to visit or relocate to horse country or browse through industry resources, they will find the information they need at

[HeadwatersHorseCountry.ca](#)

"The site is geared for anyone who's interested in horses," she said.

Local businesses and organizations can register on the site for a free listing in the business directory and to add event listings to the calendar.

The new website also contains details of upcoming events of an equestrian nature, such as the seventh annual Headwaters Horse Country Stable Tour, which will be taking place Oct. 4 and 5. It also offers additional information on the upcoming Games and details on the economic impact the equestrian industry has on the area.

Sword also pointed out the horse sector has close links to tourism.

"At the end of the day, our goal is to build a robust economy," remarked Association Executive Director Michele Harris

Headwaters Horse Country is a collaborative initiative in support of the equine sector in the Headwaters, including the Town of Caledon, County of Dufferin, Town of Erin and King Township. It is an initiative of HELG, a committee of the Hills of Headwaters Tourism Association and supported by the Ontario Trillium Foundation.