

Headwaters Guide wins honours

The Economic Developers Council of Ontario (EDCO) recently honoured the Headwaters Four-Season Visitors' Guide with the award for 2015 Best Publication (Print or Digital).

Breaking the mold for traditional visitor guide design, the Headwaters 2015 publication was the centerpiece of the region's new brand positioning.

The President's Gala Dinner and Awards of Excellence were the culmination of the 59th annual EDCO conference held in Toronto from Feb. 2 to 4. This year, more than 115 award submissions were entered in the promotional category, and Headwaters Tourism was honoured to be recognized as the best publication.

Conceived as a contemporary lifestyle publication, the Headwaters 2015 Visitors' Guide is a 68-page guide to the year-round food and dining, activities, cultural and community events and natural attractions waiting less than an hour from Toronto. The Guide also introduces several local people who embody the creativity and independent spirit of the region's many entrepreneurs. Fiddlers to farriers, restaurateurs to ranchers, stone masons to farmers are presented in bold black-and-white photographs, with stories showcasing the real people and places that make Headwaters, where Ontario gets real!

“This publication showcases the value of people and place that embodies this region; not only does the publication feature real people and real products, but it was totally conceived and produced by a creative team of real professionals from Headwaters,” Headwaters Tourism's Board Chair Stacey Coupland commented. “The stories we are telling and the experiences we are sharing with visitors support our goal of making Headwaters Ontario's premier rural tourism destination.”

The Guide was created by the team at Touchwood Design, and inspired by contributions from the photographers, storytellers, artists, entrepreneurs and hundreds of the people who make Headwaters the home of Rural Enjoyment and Authentic Living (REAL).