

## Headwaters Tourism receives national honours for branding

Headwaters Tourism received national honours recently for brand identity at the Marketing Canada Awards in Niagara Falls. Among colleagues from across the country, Headwaters Tourism's 'Where Ontario Gets Real' was recognized by the Economic Developers' Association of Canada (EDAC) as one of the top marketing brands in the country for creativity, innovation and exceptional marketing of the region as a tourism destination.

According to EDAC's Chief Executive Officer Penny Gardiner, the Headwaters Where Ontario Gets Real brand campaign 'has been deemed the 'best of the best' marketing material from across Canada.'

'National recognition for branding and identity is perhaps the Holy Grail for marketing; it encompasses all the work we've been developing over the past two years, and confirms for us that the messaging is resonating with our target audience, and driving traffic to our businesses and our communities,' Headwaters Tourism's Executive Director Michele Harris said.

According to Stacey Coupland, chair of Headwaters Tourism's Board of Directors, 'being recognized at a national level is a significant accomplishment for our small rural DMO, and is a testament to the exceptional work being done on behalf of our municipal partners and tourism stakeholders to position Headwaters as a nationally recognized tourism destination.'

'This recognition builds on the national and provincial recognition we've received over the last year, and confirms our commitment to continuing to elevate Headwaters into the forefront of national tourism and economic development prominence,' she added.

The Headwaters Where Ontario Gets Real brand was developed by local creative agency Touchwood Design, and is built around showcasing the people and places that make Headwaters the 'real' deal.

This award from the Economic Developers' Association of Canada follows provincial and national recognition for the work being done by Headwaters in tourism marketing and economic development. Over the past 18-months, Headwaters Tourism has been recognized with three awards from the Economic Developers' Council of Ontario, three provincial tourism awards of excellence, and national recognition at the Canadian Tourism Awards.