



PRESS RELEASE

The Corporation of the County of Hastings

Contacts:

Jim Pine, C.A.O.
Terry Clemens,
Warden

FOR IMMEDIATE RELEASE

April 17, 2012

Hastings County Celebrates its *HOT Spots*

Belleville – Hastings County invites everyone to take some time off, have some fun and tour some of our *HOT Spots*! Starting Friday, April 13th through Tuesday, May 1st, residents and tourists will have the opportunity to visit multiple locations dubbed “*HOT Spots*” within Hastings County and collect stamps at each location for a chance to win the Ultimate Passport to the County.

“The *HOT Spots* contest is designed to be a fun activity for local residents and tourists to see some of our tourism attractions and meet some business owners and staff”, says Hastings County Warden Terry Clemens. “The goal is to help create more local knowledge of our assets which significantly contributes to our regional economy, and create a buzz leading up to Tourism Awareness Week which will run from May 11th to May 20th”.

To enter the contest, contestants must visit a minimum of six participating *HOT Spots* in at least two Hastings County communities to receive a stamp or signature, or supply a recent picture of themselves at an outdoor attraction with signage to prove that they visited the site. Once at least six *HOT Spots* have been visited, the complete passport can be entered into the draw for a chance to win.

“This is a great opportunity for everyone to learn more about the various attractions and tourism businesses in their communities”, says Kasey Pollard, Hastings County’s Tourism Development Coordinator. “Each member municipality has at least two businesses that were voted as *HOT Spots* and these businesses are thrilled and pleased to accept the recognition as a highlighted tourism destination in the County”.

A total of 20 contestants will be selected to attend the Opening Celebration of the 2012 Tourism Season on Friday, May 11th at 5pm for a chance to be the lucky winner of the Ultimate Passport to the County. This grand prize will include two admission passes to almost every event and festival taking place from May, 2012 to May, 2013, as well as admission and special offers at various tourism attractions and businesses.

For more information about the contest, or to view a complete list of distribution locations and *HOT Spots*, please visit: communitieswithopportunities.com.

- 30 -

For more information, please contact:
Terry Clemens, Warden
(613) 966-1319

Kasey Pollard, Tourism Development
Coordinator
(613) 966-6712 ext. 4012