



## NEWS RELEASE

### HASTINGS COUNTY LAUNCHES NEW ECONOMIC AND TOURISM DEVELOPMENT BRAND

March 21, 2019

**ELDORADO, ON – The County of Hastings revealed its new economic and tourism development brand and positioning statement to a crowd of local stakeholders today.**

The new brand positions Hastings County as a “Wildly Authentic” destination that delivers wilderness experiences, sustainable lifestyles, creative activities and a climate for growth. The launch was a first step in demonstrating Hastings County’s new brand attributes by inspiring and connecting people.

The brand launch took place on Thursday, March 21 from 10 a.m. to 12 p.m. at the Madoc Township Office in Eldorado, Ontario. Attendees enjoyed a fishing game activated by George Offshack, owner of the Limerick Lake Lodge & Marina and maple treats from a local bakery.

The launch was emceed by Andrew Redden, Manager of Economic and Tourism Development, with greetings from Warden Rick Phillips and closing statements from Marketing Coordinator Luisa Sorrentino.

“We are thrilled to share the new Economic Development and Tourism brand and visual identities with our stakeholders as we embark in this exciting journey,” says Sorrentino. “We are elevating the profile of Hastings County to increase brand awareness amongst tourists, cottagers, and people who are considering relocating from the city to a more rural area. We have such a vast, beautiful county and we are ready to show it to the world.”

To learn more about the new Hastings County brand, visit [www.hastings.ca](http://www.hastings.ca)

#### **About Hastings County**

Hastings County is the second largest county in Ontario, stretching almost 160 kilometres from the Bay of Quinte to Algonquin Park. It is comprised of 14 [member municipalities](#).

For more information, please contact Luisa Sorrentino  
Marketing Coordinator  
County of Hastings  
(613) 966-6712 ext. 4001 or [sorrentinol@hastingscounty.com](mailto:sorrentinol@hastingscounty.com)