

# Media Release



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## Henry Ford 150 Driving Tour wins award for Tourism Windsor Essex Pelee Island

Tourism Windsor Essex Pelee Island is revved up to announce winning the MotorCities National Heritage Area's **2016 Award of Excellence in Tourism for the Henry Ford 150 Driving Tour**.

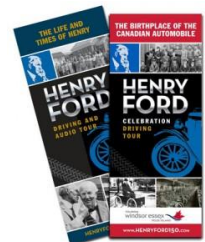
Tourism Windsor Essex Pelee Island collaboratively worked together with MotorCities National Heritage Area, the Henry Ford Heritage Association, and the Detroit Metro Convention & Visitors Bureau, on launching the **Henry Ford 150 Driving Tour** as part of Henry Ford's 150<sup>th</sup> birthday celebration. Spanning three years from 2013-2015, this celebration focused on the unique contributions and the legacy automotive industry titan, Henry Ford, had on both sides of the border.

This unprecedented behind-the-wheel journey provides visitors with insights into "The Life and Times of Henry" through Metro Detroit, Michigan and "The Birthplace of the Canadian Automobile" in Windsor Essex, Ontario. Visitors are able to explore the accomplishments of Henry Ford from his humble beginnings to his grand experiments and his resting place. The tour celebrates his legacy and provides context to automotive enthusiasts and historians alike. Each stop features a special piece of Ford history that one may not know.

"Henry Ford was a pioneer and the legacy he leaves us as we recognize what would have been his 150<sup>th</sup> birthday, is he still teaching us the importance of driving home the need to celebrate our automotive heritage on both sides of the border," says Gordon Orr, CEO of Tourism Windsor Essex Pelee Island.

"MotorCities National Heritage Area is pleased that our affiliated area in Canada has won this year's Award of Excellence for Auto Heritage Tourism. It's a great opportunity to showcase the unique and international story that both countries have to tell about Henry Ford," says Shawn Pomaville, Executive Director of MotorCities National Heritage Area.

Bi-national tourism capitalizes on cross-border regional assets, presents authentic experiences, and has the capacity to increase the awareness for, and profile of, cultural points of interest amongst visitors, while educating the local community at the same time.



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Henry Ford Driving Tour