

Media Release



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Tourism Windsor Essex Pelee Island honoured at EDCO Awards

WINDSOR, ON - Tourism Windsor Essex Pelee Island (TWEPI) is thrilled to announce winning an award at last night's *President's Dinner at the Economic Developers Council of Ontario's (EDCO) 61st Annual Conference and Showcase* in Toronto.

Winner, **Technology And New Media Promotional Award** for the *Plenty of Reasons to Visit* Video Project

A collaboration between TWEPI, Southwest Ontario Tourism Corporation and the 9 municipalities in our region culminated in a video production project highlighting the region. The "Plenty of Reasons to Visit" video campaign conveyed the broad spectrum and vastness of the region's municipalities and their accompanying points of interest by giving each one its own feature video.

Each municipality's message was customized and yet, the videos carried a consistent tone and style, with evocative imagery and copy hosted by recognizable local talent. Viewers were able to feel as if they were experiencing the moments firsthand – as if they were listening to a friend tell them about a great travel experience.



"Through these videos, we were able to tell a very large and multi-faceted story in an easily digestible way, giving potential visitors their own individual reasons for coming to visit the region," said Gordon Orr, CEO of Tourism Windsor Essex Pelee Island.

Videos can be viewed at www.youtube.com/visitwindsoroessex

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