

# Media Release



For Immediate Release: February 20<sup>th</sup>, 2018

## Announcing the Finalists in the 3<sup>rd</sup> Annual Best of Windsor Essex Awards



**Windsor, ON** –Tourism Windsor Essex Pelee Island (TWEPI) is pleased to announce the 210 finalists across 42 categories in our 3<sup>rd</sup> Annual **Best of Windsor Essex**. The nomination drew a tremendous response Windsor Essex businesses received almost 7,000 nominations.

The public are invited to cast their votes at [bestofwindsor.essex.ca](http://bestofwindsor.essex.ca). Voting began on February 19<sup>th</sup>, 2018 and will run through March 11<sup>th</sup>, 2018 at 11:59pm. As thanks for sharing their opinions, voters will be entered to win a Best of Windsor Essex Experience worth over \$500.

Voting categories include:

- Arts & Entertainment
- Attractions & Events
- Drink
- Food
- Outdoor Adventure
- Stay
- Photo Op

Winners of the *Best of Windsor Essex Awards* will be announced at a special Awards Ceremony on Tuesday April 17<sup>th</sup>, 2018. In addition to commemorative plaques, a letter of congratulations and bragging rights, winners will also be mentioned in TWEPI's 2018/19 Official Visitor Guide and featured on [www.bestofwindsor.essex.ca](http://www.bestofwindsor.essex.ca). This specifically designed site will feature a mini-profile and photo of each winner and a highlight of the top 5 finalists per category.

"With the caliber of these finalists it will be hard for voters to just choose one" said Gordon Orr, CEO of Tourism Windsor Essex Pelee Island. "This social media campaign is important to TWEPI as a marketing tool to better understand where 'locals' like to patronize. This third annual initiative will help us tell our story and feature some of the best of our tourism assets to market to tourists."

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