

June 27, 2005

Next Exit: York Region YORK REGION FEATURED IN NEW ONTARIO ROAD MAP

NEWMARKET - Motorists using Ontario's new road map will view York Region's ad that highlights some of the major destinations across the Region. As one of only six advertisements on the Ontario map, York Region's panel illustrates highway signs depicting many things to see and do in the Region.

"Millions of cars drive through York Region via Highways 400, 404 and 407 each summer," said York Regional Chair and CEO Bill Fisch. "With a diverse scope of tourist attractions across the Region, our communities offer destinations for every interest and past time."

From Windsor in the west to Cornwall in the east, 18 Ontario Tourism kiosks will circulate more than 800,000 copies of the road map annually to residents and visitors entering the province.

"This is an excellent opportunity for York Region to showcase to visitors and residents everything we have to offer," said Markham Regional Councillor Frank Scarpitti, Chair of the Planning and Development Services Committee. "York Region has sites and activities that will appeal to people who normally pass through on a major highway."

Here are the 10 top reasons to get off the highway this summer!

1. **Look out PGA tour** -- York Region is a golfer's paradise. Experience the long fairways and challenging bunkers on some of Ontario's top courses.
2. **A little bit country, a little rock n' roll** -- From farmers markets to music festivals, weekends in York Region are where rural and urban come together for some fun and music.
3. **Not to be confused with New York, North York and East York** -- York Region's international culture will welcome visitors from around the world this summer.
4. **Are we there yet?** -- Family fun is just off the next exit. Your kids will love to visit Paramount Canada's Wonderland and The Wave Pool this summer.
5. **Be a beach bum this summer** -- in York Region's own cottage country, on the south shores of Lake Simcoe.
6. **At the centre of it all** -- Sit centre stage in York Region this summer. Enjoy first rate theatre, dance, storytelling and music at the Red Barn Theatre in Sutton, the Stephen Leacock Theatre in Keswick or one of York Region's other performing arts centres.



7. ***Savour the Flavour*** -- Sample award-winning wine and beer in York Region. Tour Southbrook, Willow Springs and Magnotta wineries and experience world-class beer at the King Brewery.
8. ***Be a modern pioneer*** -- York Region gives you the opportunity to travel back in time at Georgina Pioneer Village, Markham Museum & Historic Village and the York-Durham Heritage Railway.
9. ***Once upon a time, in a land far far away*** -- Get away from it all at one of York Region's quaint bed and breakfasts, country inns or first class hotel accommodations.
10. ***Discover the soul of Canadian landscape art*** -- Observe Ontario's landscape depicted like never before at Unionville's Varley Gallery or Kleinburg's McMichael Canadian Art Collection.

Geographically located in the middle of central Ontario, York Region is close to Michigan, Wisconsin, New York, Quebec and Pearson International Airport. For millions of people, York Region is a relatively short ride to enjoy a weekend away.

During the summer, York Region will continue to highlight upcoming events and attractions throughout its communities.

This summer, take the next exit to York Region! To obtain your free copy of York Region's 2005 Visitor Guide, the Arts and Culture Spotlight, the Farm Fresh Brochure and other tourism information, please call York Region Tourism at 1-888-448-0000, e-mail tourism@york.ca or visit www.yorktourism.com

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