



Media Release

October 5, 2017

Bruce County wins “Best of the Best” from across Canada

Walkerton: The County of Bruce stands amongst the best in Canada when it comes to promoting economic development as recently recognized at the Economic Developers Association of Canada (EDAC) awards September 9-12 in Niagara Falls. The Economic Developers Association of Canada is Canada’s national organization of economic developers pursuing excellence in the field since 1968. Each year the Association hosts an annual conference at which several highly regarded awards are presented highlighting best practices. At this year’s 49th EDAC Annual Conference, Bruce County took home four awards including the top award, the EDAC Cup representing the “best of the best” from across Canada.

Mitch Twolan, Warden of Bruce County comments: “It is a true honour for our economic development team and the County as a whole to compete and win at the national level. This is exceptional exposure for the County and these and similar efforts further our position as a destination for visitors, residents and businesses alike.”

At the event, Bruce County was awarded an Advertising Campaign category winner for the Kincardine “Pants Optional” Advertising Campaign. Bruce County was also a Single Publication category winner for the “Best of the Bruce” Guide. Bruce County CAO Kelley Coulter notes “These awards are a testament to the creativity and vision that Bruce County has committed to over the past year around our economic development program and compliments need to go to the Municipality of Kincardine for their dedication in implementing this award winning campaign”.

The Kincardine “Pants Optional” Advertising Campaign creatively highlights Kincardine’s proud Scottish roots and their connection to Lake Huron. From their Scottish themed festivals and pipe band parades to their Phantom Piper, Kincardine is well positioned as Ontario’s Scottish Destination. The Kincardine “Pants Optional” Advertising Campaign embraces an original Scottish experience including a historic downtown atmosphere where the local tartan is proudly displayed and everyone can enjoy a little taste of Scotland.

The “Best of the Bruce” Guide is an out-market promotional piece used to entice potential visitors to dream of visiting Bruce County. The creative messaging aims to inspire audiences to interact with the brand and begin exploring our destinations and attractions. By making the message unique with an element to attract curiosity by telling stories, the Guide is structured to attract, differentiate, and inspire a connection to the Bruce.

To learn more about these Economic Development Awards visit: www.edac.ca/gallery-of-nominees/

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Attachments: Pants Optional Advertising Campaign Billboard and Best of Bruce Guide Cover