

Road Rally fuels launch of new County driving routes

Cobourg, ON—June 19, 2014—With an official ‘checkered flag’ start courtesy of Brighton Speedway, participating cars set off from the County headquarters parking lot on June 18th to take part in one of the three new road rallies developed by Northumberland Tourism. This rally was organized to promote the launch of these tours, along with the organization’s new Top 5 Driving Routes map.

“These road rallies, and especially the Driving Routes map, provide simple guides on how to experience the best that Northumberland has to offer,” said participant Joyce Cassin. “It’s wonderful having the local attractions and scenic sights mapped out for you. It’s like having your own personal expert tour guide. I think not only visitors will enjoy these routes but also people who live here. There is so much to see!”

The new driving routes and rallies highlight must-see and-do activities in different areas of the County, and capture the best of Northumberland’s scenic routes and waterways. The Top 5 Driving Routes resource features a fun, pictorial map that steers travelers to places where they can fish, horseback ride, zip line through the treetops, try a famous County butter tart, socialize with locals on a popular patio, or stay for the weekend. Those interested in adding an element of competition will enjoy working their way through one of the new road rallies by answering questions that refer to specific landmarks.

“With our close proximity to city centres like Toronto, Kingston and Ottawa, we find these guides generate more visitation to the County and encourage people to stay longer –even overnight – since they feature a variety of tours,” indicated County Tourism Manager Eileen Lum. “With tourists bringing an estimated \$141 Million to Northumberland every year, this is one more way to deliver value that will keep visitors coming back for more.”

From now to October 31, 2014 Northumberland Tourism encourages people to take a picture of themselves standing beside a Northumberland road name sign and post it to Northumberland Tourism’s Facebook page stating “I want to win a getaway to Northumberland”, for a chance to win an overnight stay for two valued at over \$200.

To learn more about Northumberland Tourism’s Top 5 Driving Routes map and road rally guides, visit www.NorthumberlandTourism.com/ThemedTours and www.NorthumberlandTourism.com/RoadRallies.

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YouTube: www.youtube.com/user/TheNCTourism

About Northumberland County: Quick Facts

Located an hour east of Toronto, [Northumberland County](http://www.northumberlandcounty.ca) is a thriving community strategically positioned along Highway 401 with access to both Toronto and eastern Ontario. As the upper tier of municipal government for the region, the County weaves together seven diverse yet complementary municipalities. Northumberland County Council is comprised of the Mayors of each of these seven member municipalities, representing:

- Township of Alnwick/Haldimand
- Municipality of Brighton
- Town of Cobourg
- Township of Cramahe
- Township of Hamilton
- Municipality of Port Hope
- Municipality of Trent Hills