

BOOK NOW AT THE EARLYBIRD RATE FOR THE 2011 GUIDE MAP!

The Tourism Simcoe County Guide Map has been in production for more than 40 years and it continues to be one of the most sought after piece of marketing material at tourism centres in our region. This map is the perfect companion piece to Tourism Centre's guide maps and books, linking your community to the rest of Simcoe County.

100,000 full colour maps, printed on FSC certified "eco friendly" paper, are distributed throughout Ontario and into Quebec. The distribution also includes local bi-weekly delivery to 60 racks in high traffic areas, including hotels, attractions, restaurants, golf courses and ski resorts.

In 2011 the map will also be distributed at the following consumer shows:

- The Toronto Star Golf and Travel Show
- The Ottawa Travel & Vacation Show
- The London Golf & Travel Show
- The Ottawa Gatineau Golf Expo
- The Spring Cottage Life Show

At Tourism Simcoe County, we want to want to make sure that our visitors know who you are, what your tourism business can offer and where you are!

Please find attached the 2011 contract with all artwork specifications. Book before September 17th and get a 15% Early Bird Discount!

If you have any questions, please do not hesitate to contact Tori Martin at 705-726-8502 or victoria.martin@simcoe.ca

WATCH FOR INFORMATION ON THE 2011 GOLF GUIDE & FALL BORDER RUN... COMING SOON!

SCALES NATURE PARK OPENS

Scales Nature Park is a 21 hectare conservation area located just south of Orillia, Ontario. The focus of this facility is the conservation of reptiles, amphibians and fish, and the habitats these animals require. A nature centre at the north end of the park provides a home for Canada's most complete live collection of native reptiles and amphibians, which are used in our on-site and outreach programs. Come and check out our exhibits, learn about wildlife, and explore our nature trails!

One thing that is different about Scales Nature Park is the amount of interaction we encourage between our visitors and the animals. Everyone who comes here will have the opportunity to touch or hold some of our creatures. These fascinating animals are safe, clean and easy to handle. We believe this is an important part of learning about them, and we hope you'll give it a try!

Scales Nature Park is located at #82 Line 15 South in Oro-Medonte and can be reached at 705-327-2808, or online at www.scalesnaturepark.ca.



DISCOVER SIMCOE COUNTY

LET THE KIDS DRIVE YOU UP THE WALL!

Chances are you'll even enjoy it! The rock climbing wall at the new Horseshoe Adventure Park that opened July 1st is just one of several thrilling attractions being featured in the new park that has been built with families, especially those with teens, in mind.

Located inside the Horseshoe Resort grounds, the Adventure Park features a unique range of attractions and activities, some of which are new to Ontario, such as zorbing, an adrenalin-boosting pastime that gets people rolling and bouncing down hills in spheres made of transparent plastic. The zorb park is not only unique to Ontario, it's the first fully operational zorb park in Canada.

Another exhilarating feature of the Adventure Park is Summer Tubing; state-of-the-art Tube flex which, when lightly misted, provides a slippery surface for summer tubing fun! Propelling harnessed riders through the air at speeds up to 40 kilometers per hour, and more than 2,000 feet long, Horseshoe Resort's zip flyer is a fantastic experience for all adrenaline seekers.

Other activities in the park include downhill mountain biking, ridgetop mini golf and a 10,000 square foot skateboard park. Also on site are beautifully manicured picnic areas and food and beverage outlets, making the park an all-day event that can accommodate the varied needs of today's families.

Already well established as a resort offering an Inn, upscale and casual dining, Alpine skiing, winter tubing, some of the best Nordic trails in all of Canada, and 36 holes of championship-level golf at two golf courses, Horseshoe

Resort is investing \$4.25 million dollars in creating the Adventure Park and resort improvements over this year and next.

Guests can enjoy all that the Adventure Park has to offer with an all day access pass or they can pay as they go, sampling one attraction at a time. Visit their website at www.horseshoeresort.com for more details on the Adventure park, resort and package deals!

DID YOU KNOW ...



...that Big Bay Point in Innisfil Township on Lake Simcoe has been a focal point for recreation since the 19th century, when fishing and sailing were the order of the day. In recent years, it has also become a popular spot for divers. This image shows a busy day of fishing about 1910.

~ Simcoe County Archives

If you have a good news story to share with your partners, please contact Tori Martin at victoria.martin@simcoe.ca



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