



**1000 Islands International Tourism Council**  
Box 400 Alexandria Bay, NY 13607  
Box 69 Lansdowne, ON K0E 1L0  
800-8-ISLAND ♦ [www.visit1000islands.com](http://www.visit1000islands.com)

## News Release

FOR IMMEDIATE RELEASE

**Contact:** Corey Fram, marketing/communications coordinator  
[corey@visit1000islands.com](mailto:corey@visit1000islands.com) or (315) 482-2520

### Spring ushers in new regional travel guide

1000 Islands International Region – One of the area’s premier marketing vehicles is on the road and ready to drive visitors to the 1000 Islands region. The 2009-2010 “1000 Islands International Travel Guide” recently rolled into the Seaway Valley, kicking-off a whirlwind of distribution and marketing efforts aimed at drawing tourists to the 1000 Islands.

The 64-page publication produced by the 1000 Islands International Tourism Council includes descriptions and contact information highlighting the region’s attractions, accommodations and activities. It canvasses Jefferson County and southeastern Ontario, spotlighting 12 river communities.

Tens of thousands of copies are being delivered to highway travel centers and distributors in New York, Pennsylvania and Ontario. Thousands more will soon be mailed to former and potential tourists who’ve shown an interest in the 1000 Islands. The guide is advertised in various U.S. and Canadian television markets, through cooperative “I Love New York” print ads in several major national magazines and is distributed at travel shows in the U.S., Canada and abroad.

“Since the economic downturn is prompting an even greater interest in value-driven recreation and experiences, it’s now more important than ever to demonstrate that the 1000 Islands is a world-class tourism destination that can be enjoyed by all. The guide is a shining example of how communities can successfully work together – including across the border – to promote economic and cultural wealth,” said Gary DeYoung, TI Council tourism director.

The guide features some of the latest work from award-winning photographer George Fischer, Toronto, who toured the region with TI Council staff to capture the beauty of the 1000 Islands. George’s cover photo features a couple enjoying the sunset from the surf at Tibbetts Point Lighthouse, Cape Vincent.

More than 300,000 copies of the guide were printed with support from approximately 100 advertisers from New York and Ontario. Area chambers of commerce worked in tandem with the TI Council to seek advertising support. In addition to advertisers, the Travel Guide is underwritten by Jefferson County, New York, the Thousand Islands Bridge Authority and the 1000 Islands - St. Lawrence Seaway Marketing Partnership of Ontario.

View the travel guide online at [www.visit1000islands.com](http://www.visit1000islands.com). Click a link on the home page to view the guide page by page, or via an advertiser index. You can also click directly to advertisers' Web sites.

To request a free copy of the 1000 Islands International Travel Guide, call the TI Council at (315) 482-2520 (local) or (800) 847-5263 (from Canada or out-of-area), or e-mail your name and address to [info@visit1000islands.com](mailto:info@visit1000islands.com). Businesses interested in acquiring a bulk amount of guides for display or distribution may contact the TI Council and ask for Judy Agar, distribution manager, extension 215. For information about advertising your business in the next edition of the guide, contact Corey Fram, marketing/communications coordinator, extension 214 or [corey@visit1000islands.com](mailto:corey@visit1000islands.com).

###