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News Release

FOR IMMEDIATE RELEASE

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New 1000 Islands Travel Guide is "Timeless"

1000 Islands International Region — The 1000 Islands International Travel Guide for 2006-07 is now available. The free 72-page Travel Guide is produced and distributed by the 1000 Islands International Tourism Council (TI Council).

The Travel Guide is a lure piece designed to provide visitors with descriptions of the exciting things to do and places to stay in the 1000 Islands International Region. The area covered includes communities in both Jefferson County, NY and Southeastern Ontario, Canada (from Kingston to Cornwall).

According to Gary DeYoung, tourism director, "The TI Council prints over 300,000 copies of the guide annually, and it is supported by about 150 advertisers from New York and Ontario. This piece is a key part of our \$750,000 (USD) annual marketing program aimed at luring visitors to the 1000 Islands." In addition to advertisers, the Travel Guide is underwritten by Jefferson County (NY); the Thousand Islands Bridge Authority and the 1000 Islands - St. Lawrence Seaway Marketing Partnership of Ontario.

The theme of the travel guide has been updated this year to reflect the "timeless" quality of the region as tourist draw. Highlighting that theme is a reprint of a charming story by Bud Poliquin, a columnist for the Post-Standard in Syracuse, NY. In the story, Bud recounts a trip he made with friends and family back in 1991, where no matter how old or young they all were, the spirit of the day had them all transformed into eleven-year-olds, full of imagination and wonder.

Thousands of guides will be mailed immediately to the Council's lead list of potential tourists. The guide is also distributed through advertising request fulfillment, and distribution at travel shows and information centers in New York Pennsylvania, Quebec and Ontario.

NEW: View the travel guide online at 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 through directly to advertisers' websites. Coming soon, virtual editions of the TI Council's boating guide and fishing & hunting guide.

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 email your name and address to info@visit1000islands.com. Businesses interested in acquiring a bulk amount of guides for display and/or distribution may contact the TI Council and ask for Judy Agar, Distribution Manager.

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