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News Release

FOR IMMEDIATE RELEASE

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1000 Islands Region annual brochure swap and picnic set for May 16: Tourism-related businesses invited to attend

Alexandria Bay, New York — 1000 Islands regional tourism-related businesses are invited to attend the 1000 Islands Region Annual Brochure Swap and Picnic, to be held Wednesday, May 16, 2007, 11:00 a.m. to 1:00 p.m., at the 1000 Islands International Tourism Council office, Collins Landing (at the base of the Thousand Islands Bridge), Alexandria Bay, NY.

This annual event benefits tourism business wishing to distribute their new brochures and pick up additional brochures for their information centers, and allows attendees to network with other tourism business operators. It is an informal “trunk show” event, as attendees park in the TI Council’s parking lot and circulate between cars giving and taking brochures.

Approximately 70 attractions and businesses attend each year from Southeastern Ontario, Canada and Jefferson County, New York.

Chambers of commerce should bring up to 6,000 copies of their latest brochures. Individual attractions and businesses should bring up to 2,000 copies of their brochures. The TI Council encourages businesses to bring complimentary passes, if available, to give to fellow participants for their use in learning about each other’s attractions and events.

The brochure swap and picnic lunch, provided by the TI Council, are free to attendees. RSVP’s are requested by May 9th, and can be made by calling (315) 482-2520 (local) or (800) 847-5263 (from Canada or out-of-area), or e-mailing dale@visit1000islands.com.

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