



1000 Islands International Tourism Council
Box 400 Alexandria Bay, NY 13607
Box 69 Lansdowne, ON K0E 1L0
800-8-ISLAND ♦ www.visit1000islands.com

News Release

FOR IMMEDIATE RELEASE

Contact: Dawn Cole, marketing/communications coordinator
dawn@visit1000islands.com or (315) 482-2520

Latest 1000 Islands International Travel Guide Now Available

1000 Islands International Region — *The 1000 Islands International Travel Guide* for 2008-09 is now available. Produced by the 1000 Islands International Tourism Council, the 64-page guide is designed to provide visitors with descriptions and contact information for the region's many attractions and accommodations. The publication includes information on communities located throughout Jefferson County, NY and in Southeastern Ontario (from Kingston to Cornwall).

For the past two years, the TI Council has worked with award-winning photographer George Fischer (Toronto, ON) to update its collection of publicity images. Several of Fischer's photographs were used for the guide including the cover image depicting an antique boat gliding on the St. Lawrence River toward a glorious sunset. The watercraft pictured is "Zipper," part of the Antique Boat Museum's (Clayton, NY) collection.

According to Gary DeYoung, director of tourism, "The TI Council prints over 300,000 copies of the guide annually, with support from about 150 advertisers from New York and Ontario. This publication is a key part of our overall marketing efforts aimed at luring visitors to the 1000 Islands." Local area chambers of commerce work in tandem with the TI Council in seeking advertising support. In addition to advertisers, the Travel Guide is underwritten by the Jefferson County, New York; the Thousand Islands Bridge Authority; and the 1000 Islands - St. Lawrence Seaway Marketing Partnership of Ontario.

By now, tens of thousands of copies of the guide have been delivered directly to highway travel centers and distributors in New York, Pennsylvania, Quebec and Ontario. Thousands more guides are set to be mailed immediately to the TI Council's lead list of potential tourists. The guide is also advertised in various U.S. and Canadian television markets and 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.

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.

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. 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 Dawn Cole, marketing/communications coordinator, extension 214 or dawn@visit1000islands.com.

— END —