

# Media Release

## FOR IMMEDIATE RELEASE

May 30, 2017

## Caledon celebrates Tourism and Local Food

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As Caledon's local food industry continues to grow, it is becoming a destination for both visitors and residents alike. In recognition of its importance – and the importance of tourism to the local economy -- the Town of Caledon has proclaimed May 28 to June 3 as [Tourism Week](#) and June 5 to 11 as [Local Food Week](#) in Caledon.

"Tourism is a key contributor to our economy, not only on a national level but also right here in Caledon." said Mayor Allan Thompson.

Each year the Town welcomes over 416,500 visitors who spend more than \$32,614,000 while visiting. For more information about what Caledon has to offer, see [visitcaledon.ca](#).

The Local Food Week proclamation endorses the Headwaters Food and Farming Alliance (HFFA) Food Charter and encourages all citizens to recognize, value and nurture the significant role of local food in our community.

"As someone with a farming background I'm doubly proud of our entrepreneurial local food producers," said Mayor Thompson. "They're increasingly a must-see part of our tourism landscape."

For more information, and a map of local food producers in Caledon, visit [growninpeel.ca](#).

### About the Headwaters Food and Farming Alliance

The Food Charter is a vision for the food system focusing on food access and equity, agricultural sustainability, economic vitality, environmental responsibility, culture and celebration and health and well-being.

The Headwaters Food and Farming Alliance is made up of representatives involved in the food system in the Headwaters region, including farmers, processors, public health officials, municipal staff and politicians, and members of the community. The Headwaters area includes Dufferin County and the Town of Caledon.

### About Tourism Week

Tourism is a \$84.8 billion industry in Canada that directly supports 614,600 jobs from coast to coast, including some 372,000 in Ontario. This represents 9.2% of all jobs in Canada and makes tourism the third largest job creator in the country.

Tourism week follows the launch of the Headwaters 2017 campaign, "150+ Reasons to celebrate Canada in Headwaters." The campaign focuses on Canada's 150th anniversary and all the many ways to enjoy real experiences and feelings in the region.



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