

# Media Release

**FOR IMMEDIATE RELEASE**

**May 28, 2018**

## **Tourism Week highlights the best of Caledon**

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The Town of Caledon marked the beginning of Tourism Week (May 27 to June 2, 2018) with a flag-raising ceremony at Town Hall on Monday, May 28, 2018.

“Tourism is an increasingly important part of our local economy,” said Mayor Allan Thompson. “Tourism Week is a good opportunity to showcase the people and the places that make Caledon a distinctive destination.”

Also on hand for the ceremony were representatives of Headwaters Tourism. The Town of Caledon is a long-standing partner of Headwaters Tourism, working collaboratively to promote and market tourism. Recently Headwaters launched its [“Made by and for Visitors” Guide](#), the anchor to its 2018 campaign, 75,000 copies of which were distributed through the Globe and Mail on May 18, 2018.

“This year we’re excited to turn the camera on ourselves and let visitors tell us about why they love coming to our region,” said Michele Harris, CEO of Headwaters Tourism. “And Caledon is an absolutely essential partner for us in driving tourism to the area.”

There’s so much going on now in Caledon,” said Gail Winters, co-founder of Goodlot Farmstead Brewing Company, one of the businesses featured in the Guide. “We and other local businesses are creating more than products; it’s about the great experiences...in our case, you can explore the hop yards, visit the chickens and sheep, walk the gardens and farmland, and book a brewery tour.”

The Town of Caledon is featured significantly in both the print and online versions of the 2018 Guide ([headwaters.ca/caledon](http://headwaters.ca/caledon)).

[Tourism Week](#) comes at a time when the Town of Caledon is gearing up for the busy summer season.

- For 2018 the Town of Caledon is publishing a revised version of its popular EXPLORE CALEDON brochure, complete with a detailed map featuring trails and natural areas and a wealth of destinations and things to do, as well as a listing of accommodations ([visitcaledon.ca](http://visitcaledon.ca)).
- Starting June 2, 2018 the Town will be launching the “Explore Caledon Summer Challenge,” a bucket list of Top 10 tourism spots for people to visit and “check off” via the hashtag [#ExploreCaledon](#).



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- On June 15 the Town hosts its second annual Cheers Caledon! Craft Beer and Cider Festival ([cheerscaledon.ca](http://cheerscaledon.ca))
- June 16 multiple Juno-award winning Matthew Good headlines the Husky mainstage at Caledon Day, a free all-ages event that attracts thousands ([caledon.ca/caledonday](http://caledon.ca/caledonday)).
- Hard on the heels of being [accredited](#) a Bike-friendly Community, Caledon hosts Velocity, a fundraising cycling event in support of seniors programs, on the morning of June 16 ([ccsvelocity.ca](http://ccsvelocity.ca)).
- Finally, wedding planners are looking at Caledon with new interest after it was named [one of the top honeymoon destinations in the world](#) by Expedia.

*IN THE PHOTO (L to R): Mayor Allan Thompson, Ben Roberts (Manager, Business Development, Tourism and Culture), Councillor Rob Mezzapelli, Michele Harris (Headwaters Tourism), Susan Gallimore (Tourism and Community Development Officer), Councillor Barb Shaughnessy*

For more information, follow @YourCaledon on Facebook, Twitter or Instagram or visit [www.visitcaledon.ca](http://www.visitcaledon.ca).

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