



FOR IMMEDIATE RELEASE

Contact:
Patti Kendall
Director, Marketing & Events
Blue Mountain Village Association
705-445-0231 x6646
pkendall@bluemountainvillage.ca
www.bluemountainvillage.ca

Put the Award-Winning *Apple Pie Trail* in the Palm of Your Hand New Apple Pie Trail App Now Available on Google Play and the App Store

Blue Mountains, Ontario. September 3, 2019, -- Enjoying the hidden gems, outdoor adventures and culinary delights of Ontario's largest apple growing region has never been easier or more interactive with the launch of the new Apple Pie Trail App. And just in time to help you plan your fall getaway.

The Trail

Winding its way from the charming pedestrian Blue Mountain Village, through the orchards of the Beaver Valley and into the historic and quaint harbour towns of Thornbury and Meaford, the Apple Pie Trail is your four-season invitation to discover all the culture and adventure the area has to offer. 28 unique Trail stops showcase the best in local culinary experiences, tours, orchards, vineyards, cideries, galleries, museums, artisan products and argri-tourism, plus outdoor activities including hiking, biking and paddling through the spectacular autumn colours. Mother Nature at her absolute best. **#ThisIsAppleCountry**

The App

Intuitive and interactive, the Apple Pie Trail app provides a seamless user experience making it simple to get the most out of your Trail visits. You can learn about each stop, book tours, look at menus and make reservations all with just a couple of taps. The interactive map will help you plan your excursion, guide you to where you're going and help you find those hidden gems just slightly off the beaten path. The app opt-in feature lets you stay on top of things with the latest information including updates and notifications about contests and special events. It's your pocket-size passport to an apple country adventure.

Your Chance to Win!

Download the Apple Pie Trail App now at the App Store or Google Play and enter for a chance to win a Waterfall & Wine guided tour for two (2). Contest ends September 30th, 2019.

For a link to the app download and a complete listing of this year's Apple Pie Trail stops, adventures and accommodations please visit www.applepietrail.ca.

About Blue Mountain Village:

Between the foot of the Niagara Escarpment's scenic Blue Mountains and the rugged shores and crystal-clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario's premiere four-season destination. A cobblestoned pedestrian village framed by turn-of-the-century Ontario architecture, the Village offers a wide variety of family accommodations, activities and attractions including 50 unique shops and restaurants, zip lines, ropes courses, hiking, biking, Segway tours and much more. An incredible natural retreat, the Village offers as much – or as little – as you'd like to do. For more information, please visit www.bluemountainvillage.ca