



FOR IMMEDIATE RELEASE

**BLUE MOUNTAIN VILLAGE ASSOCIATION RECOGNIZED
AT 2016 FESTIVALS & EVENTS IN ONTARIO AWARDS
*Winner of three Top 100 Festival Awards & an Achievement Award***

TOWN OF BLUE MOUNTAINS, ON (March 8, 2016) -- Blue Mountain Village Association, along with Festivals and Events Ontario (FEO) is proud to announce three of its Festivals were recognized for the 2016 Top 100 Festivals & Events in Ontario including Salsa at Blue, Canada's Only Guitar Trail and The Apple Harvest Festival. The awards presentation took place in Markham on Friday, March 4 during FEO's Annual Conference attended by **Patti Kendall** the Marketing & Events Director for the Blue Mountain Village Association.

"It's a huge honour to receive three Top 100 Awards," said **Patti Kendall**. "Salsa and The Apple Harvest have been recipients in the past and we were thrilled to see The Guitar Trail acknowledged as another exceptional Festival experience. As locals who live here we hear from friends how The Guitar Trail was one of our best and favourite events of the season. The FEO award puts the Festival on the map to build awareness and drive more tourism."

In addition to taking home three Top 100 Awards the Blue Mountain Village Association was awarded a FEO Achievement Award for Best Community Partner Outreach Program (\$100,000 and less) for The Apple Pie Trail and The Apple Harvest Festival. This award credits the 40 businesses on The Apple Pie Trail who work closely together along with their respective municipalities to drive tourism and support The Apple Harvest Festival. The Apple Harvest Festival now brings 10s of thousands to the area celebrating agriculture, food, retail and attractions which in turn has a tremendous impact on the local economy from Meaford to Collingwood.

In total the Blue Mountain Village Association hosts over 25 Festivals from the May Long Weekend through to Halloween, plus a 9-day March Break Festival. The Festival strategy is designed to attract and entertain tourists as well as encourage locals to embrace the Village as their playground in their own backyard.

"We're now busy planning a huge amount of entertainment for the coming summer. We work with agencies selecting the best mix of Canadian music and exploring new local talent. We strive to make the Village a place local musicians will consider as they grow their fan base, we look to talent such as **Austin McCarthy, Craig Smith, Jason Redman, Drew McIvor, Aaron Garner, Shane Cloutier, Bob Charters** as we host local musicians on stage Sunday to Thursday all summer long." concludes **Kendall**.

About the Blue Mountain Village Association:

The Blue Mountain Village Association (BMVA) is a not for profit association formed to manage & maintain all common areas and facilities in the Village, including marketing the Village as a four season destination through the provision of events and animation.

About the Village:

Nestled 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, events and attractions including over 40 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. Visit www.bluemountainvillage.ca for more information.

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