



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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**SNOWMOBILERS HIT THE TRAILS IN THE COUNTY OF RENFREW
Hundreds Flock To Ontario's Snowmobile Paradise!!**

Pembroke, ON: Mother Nature has listened to the prayers of many snowmobilers. She has blessed the Ottawa Valley with colder temperatures and the most important ingredient; snow! All trails are currently open and visitors to the region will find well-groomed, scenic trails. The Ottawa Valley (Renfrew County) offers snowmobile enthusiasts over 2,400km of groomed TOP trails and local trails that wind through picturesque villages, alongside rail beds, past old mine sites and long-forgotten ghost towns.

The **Ottawa Valley Tourist Association (OVTA)** reports that there has been a steady increase in the number of snowmobiles hitting the local groomed trails. Local accommodations that cater to the snowmobile market are experiencing a major increase in bookings on weekends and even during the week. Snowmobile packages are also in demand among tourists visiting this region. This popular sport is drawing tourists to this region from other parts of Ontario, the Northern US States, and even Switzerland and Germany.

OVTA Tourism Marketing Coordinator Mike Cameron commented, **“people are taking advantage of the tremendous amount of snow we have had this year. The month of December produced twice as much snow as recent Decembers...and this has direct impact on the number of snowmobiles out and about in the area. The economic impact from tourists and local sledders is incredible. There are many first-time visitors to the area discovering the natural beauty of our area.”**

Thanks to hundreds of volunteers that maintain the superb trails system and the fabulous hospitality from the tourism operators, it is no wonder that the Ottawa Valley is often the number one destination among snowmobile enthusiasts!

For more information on this exciting four-season vacation destination, check out the OVTA website at www.ottawavalley.org or to receive a complimentary copy of the guide and map call:

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