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OVTA NEWS

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**MEDIA RELEASE**

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## **TRAVEL GUIDE HIGHLIGHTS ONTARIO'S ADVENTURE PLAYGROUND Ottawa Valley Four Season Travel Guide Showcases Hundreds Of Tourist Choices**

**Pembroke, ON:** The Ottawa Valley Tourist Association is pleased to announce that its annual Travel Guide is ready to assist the thousands of tourists who plan to visit the Ottawa Valley plan the perfect holiday! The 2007 Travel Guide lists the hundreds of premier four-season destinations that can be found in Ontario's Adventure Playground!

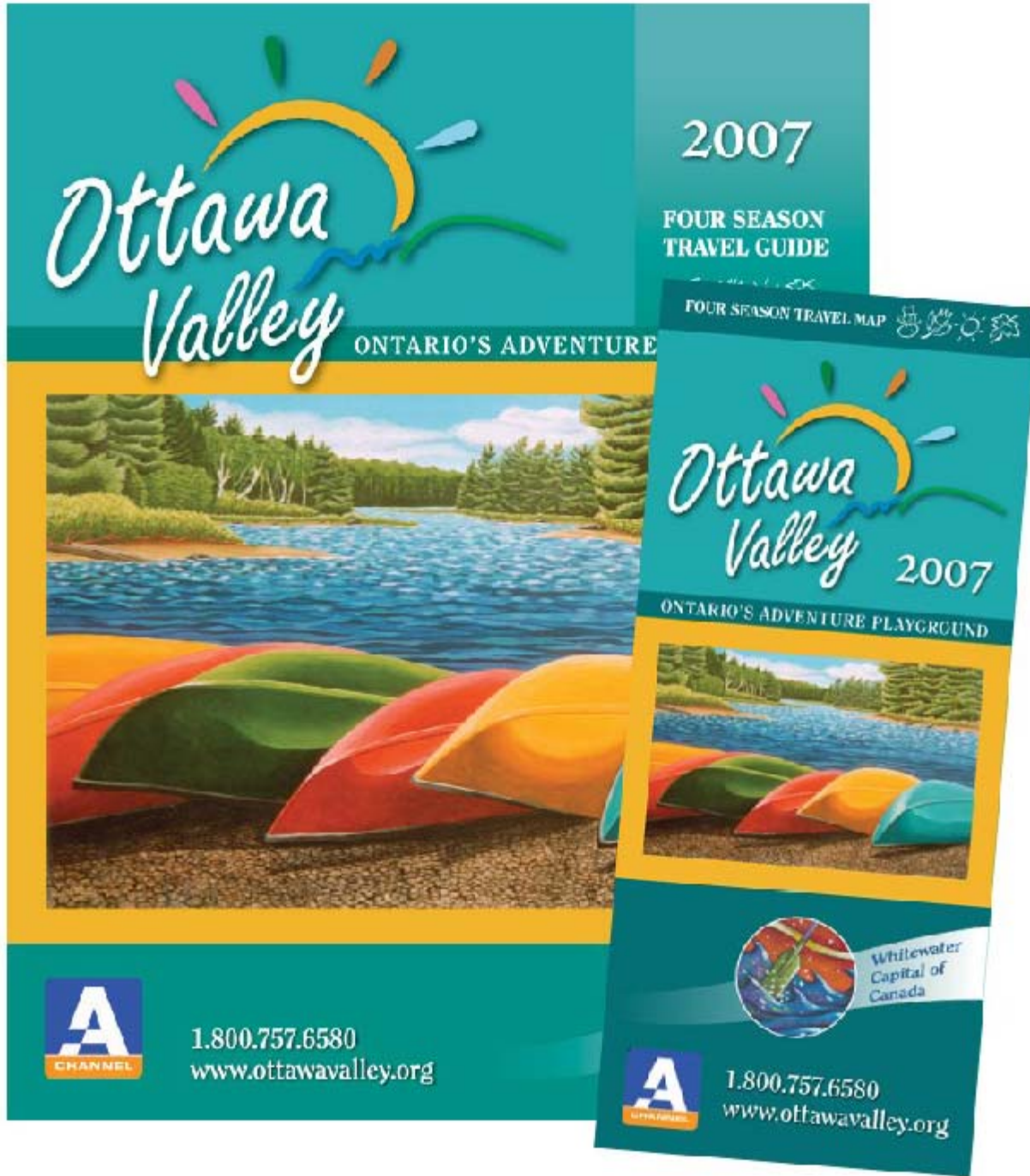
According to OVTA President Charlotte Gebhart, the new guide is a colourful tourist resource that offers a unique perspective of the Ottawa Valley. **"The new colour scheme will surely make this travel guide stand out among other tourist guides. It is innovative for us to have art on the cover. This edition captures the rare beauty of the Ottawa Valley that will attract both first-time and returning tourists who visit our picturesque valley!"**

Marie White, the OVTA Marketing Director, echoed the feelings of Gebhart and other OVTA members. **"The OVTA's marketing committee was enthusiastic about the new look of the guide this year, and we wanted to feature a travel guide that truly captures the numerous possibilities of our region. Our members are looking forward to opening up the Ottawa Valley to both local and international travellers"**

The County of Renfrew is home to over 900 fresh water lakes and 4 major rivers within its boundaries. In addition to its year round tourist destinations and business opportunities, the County of Renfrew is only 45 minutes from Ottawa, and is the largest county in Ontario. To find out more about County of Renfrew tourism opportunities, visit [www.ottawavalley.org](http://www.ottawavalley.org).

To obtain a complimentary Ottawa Valley Travel guide and map that lists hundreds of tourist opportunities, please contact:

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*The 2007 Ottawa Valley Travel Guide is ready to help you plan the vacation of a lifetime!*