



## *Media Release*

*For immediate release*

Media contact: Andrea Kilian  
Sustainable Tourism Project Manager  
Long Point World Biosphere Reserve Foundation  
519-426-5870 ext. 1295  
[andrea@discoverlongpoint.ca](mailto:andrea@discoverlongpoint.ca)

### *Grant funds sustainable tourism partnership with LPWBR and Norfolk County*

Norfolk County, ON, April 2, 2013 - The Long Point World Biosphere Reserve Foundation, together with Ontario's three other UNESCO world biosphere reserves: Georgian Bay, Frontenac Arch and Niagara Escarpment, recently received an Ontario Trillium Foundation grant for \$225,000 over two years to collaborate on advancing sustainable tourism in each biosphere reserve and their respective communities. Funds will be used to hire part-time coordinators in each region, deliver training workshops and to develop research, case studies and a strategic plan.

The Long Point Biosphere Reserve has partnered with Norfolk County's Tourism and Economic Development office on this initiative and recently hired Andrea Kilian to coordinate this project on behalf of our area.

The coordinators of each biosphere will be working together to share their knowledge, expertise and other tools in order to build capacity for sustainable tourism amongst the four biosphere reserves in Ontario.

As part of this project, each biosphere reserve will lead workshops for the other three biosphere reserves' communities on how to take the best programs that they have developed and modify it for their own communities. The Long Point Biosphere Reserve will lead a workshop on agriculture and local food this fall.

Clark Hoskin, Manager of Norfolk County's Tourism and Economic Development department, agrees that the partnership with the Long Point Biosphere couldn't have come at a better time. "More and more travellers are looking for sustainable tourism opportunities. Many of our tourism partners are beginning to include sustainable practices in their own business models. We're looking forward to working with the Long Point Biosphere to develop, support and promote sustainable tourism in Norfolk," says Hoskin.

The Ontario Trillium Foundation is one of the largest grant makers in Canada and awards approximately 1,500 grants each year to community-based not-for-profits and charitable organizations in the arts, recreation, environment and human and social services sectors.

If you'd like to learn more about the sustainable tourism plan, or want to contribute ideas and suggestions on how to make Norfolk County a more sustainable community, email [andrea@discoverlongpoint.ca](mailto:andrea@discoverlongpoint.ca).