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Release Date April 23, 2013

Win a customized "Betterweekend" with the Build a Betterweekend Contest

'New contest giving away eight "Betterweekends" in Huron, Perth, Waterloo, and Wellington'

STRATFORD, Ont. — Win an inspired weekend package getaway with the 'Build a Betterweekend' contest offered by RTO4 this spring.

By choosing from one of the 12 signature weekend getaway packages in Huron, Perth, Waterloo or Wellington, just an hour west of Toronto, participants can submit their favourite for a chance to win it.

Eight lucky winners will be selected and awarded a "Betterweekend" through a random draw each week for eight weeks straight.

"The Huron, Perth, Waterloo, Wellington regions are such beautiful areas of Ontario that people really need to see to believe," said Napier Simpson, Chief Marketing Officer of Regional Tourism Organization 4 Inc.

The 12 signature packages featured in the contest reflect the diversity and range of things to do in the region; from fly-fishing on Ontario's number one river, to mountain biking a cluster of top challenging tracks, a Stratford theatre getaway, romance themes, spa pamper breaks, beach breaks and even family fun with lions, tigers and donkeys - All framed by quaint and walkable early 1800's towns.

The "Betterweekending" initiative is helping to introduce visitors to a new online tool designed to help them build a better getaway, a couple of days at a time.

"We know that finding the time to research the key things to do on vacation can be onerous so we've selected some of the best things to see and do in these packages to make the whole process easier. The contest highlights the top 12 packages that we've created and will give eight lucky winners an amazing vacation experience located in the centre of Ontario," said Simpson.

The region's appeal with young families, men, women, couples, culture seekers, and adventurers reflects the wide variety of indoor and outdoor activities available. The close location of the Huron, Perth, Waterloo, Wellington region to the GTA allows visitors to "get away from it all", without the hassle of a daunting car ride. Overall, the region offers history, scenery and culture

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with numerous experiences that will help make leisure time more rewarding and more memorable.

Enter the contest now at BetterWeekending.ca.

About Regional Tourism Organization Four Inc:
Incorporated in October 2010 by a volunteer board and supported by the Ontario Ministry of Tourism, Culture and Sports, RTO4 is a driving force in featuring the depth of tourism experiences in Huron, Perth, Waterloo and Wellington. For more information visit betterweekending.ca.



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