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NEWS RELEASE

For immediate release

Sept. 11, 2013

Trails and Tourism Forum Leads the Way to Health and Wealth

Fergus, ON – The third annual Trails and Tourism Forum – *Great Trails for Health and Wealth* is set to take place on Sept. 19, 2013 with a full line-up of innovative speakers providing new ways to get people out and active in Waterloo Region and beyond.

Sponsored by the Region of Waterloo and Regional Tourism Organization 4 Inc., keynote speakers at the event include **Vélo Québec** discussing their full-service travel model for the avid cyclist, as well as information from the **Waterfront Regeneration Trust** on the redevelopment of 1,400 km of waterfront Great Lakes trails.

A partnership event between the Region of Waterloo, Huron County Health Unit, Perth District Health Unit, County of Wellington, and Center of Wellington, additional sessions featured throughout the day include: the Great Waterfront Trail; Using Trail Counters; Trails and Tourism; Trails and the Farm Community; and Trails Tourism and Health.

After a series of presentations brimming with inspiring speakers, lunch will be followed by a host of outdoor activities on offer. These include trail hikes, including a historical walking tour, or cycling trips, and a Bikes for Seniors demonstration.

Early Registration for the event is recommended, as limited seating is available.

Event details:

Trails and Tourism Forum – *Great Trails for Health and Wealth*

Date: Thursday, Sept. 19, 2013

Time: 8:30 a.m. to 4:30 p.m.

Cost: \$40.00 (includes lunch)

Location: Aboyne Hall, Wellington County Museum and Archives, 536 Wellington Rd 18 Fergus, ON N1M 2W3

Register at: <http://bit.ly/17XTMDo>