



**Come and Experience all things MAPLE on the sweetest route in Ontario's Lake Country and Springwater, join our media tour in early April to learn more about TAP INTO MAPLE**

This is a new venture for Ontario's Lake Country and Springwater. Tap into Maple has been developed to provide a tour of the region's most popular eateries, resorts, sugar bushes, museums and shops, where every destination – all 23 of them – has something to do with maple, the quintessential Canadian flavour.

Ontario's Lake Country is surrounded by lakes and waterways that draw many visitors during the warm summer months. One of our goals is to increase visitation to the region in the spring and showcase that we truly are a four season destination. Tap into Maple was created to do just that and we want to share it with you and your readers.

As an invited member of the media, we would like you to join us for a one day tour showcasing some of the stops along the Tap Into Maple route. This experience is being offered on Friday, April 4, 2014. Come and join us, the sap is just starting to flow, due to this long cold winter and we want to share in this tradition with you.

You will be provided with your own Tap into Maple passport and sample of what is offered along the route. This is a tentative itinerary which includes the production of maple syrup – Shaw's Maple Syrup, our historic downtown Orillia, including an iconic bakery – Mariposa Market, Apple Annie's store & café, The Orillia Museum of Art & History as well as the Creative Café, and farm fresh market - Hewitt's Farm Market. Next up is the the quaint village of Coldwater including some of their giftware shops – The Christmas Villager and the Purple Sock, and then a maple inspired Flavours meal from Horseshoe Resort, for dessert a sampling of maple buttercream chocolates and a final stop and return to the Simcoe County Museum.

Transportation will be provided for media leaving from the Simcoe County Museum in Midhurst in the morning and will return at the end of the day.



Bring your camera to snap some photos of the various Maple offerings, and take home some memories of your day filled with various items all related to Maple to share with this sweet route with your readers.

To reserve your spot for this Maple filled day, please contact Jennifer Whitley by Wednesday, April 2 at 4pm. For those that are interested a full schedule of events will be provided. Spaces are limited and we realize that this is only limited notice, but we have been waiting on Mother Nature.

Tap Into Maple can be experienced in many ways. You can savour maple through food at various restaurants, you can delve into the history of maple syrup production at one of the region's museums, you can stay at a local hotel or resort offering maple-infused packages or you can attend one of many events that will offer a unique maple flavour. The route is meant to be enjoyed by all including families and couples and there are packages and stops to suit all.

The Tap Into Maple passport provides information on maple-themed events and the 23 destinations on the Tap into Maple route. Visitors bring the passport along or can pick up at any of the participating locations to get special discounts and free treats – and get a stamp at each stop. When they have at least three stamps, they can submit their passport for a chance to win a two night stay at Carriage Ridge Resort and a basket filled with local maple products valued at more than \$500.

We hope you can join us and Experience the Tap Into Maple route. For more information you can visit [www.TapIntoMaple.com](http://www.TapIntoMaple.com) and [www.OntariosLakeCountry.com](http://www.OntariosLakeCountry.com)

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