

**Launch of the 2010 tourism season  
in Brome-Missisquoi**

**A heritage treasure unique in North America opens its doors this year**

*Brome-Missisquoi, May 17, 2010* – More than 100 people from various tourism businesses and municipalities from the region gathered today, May 17, to continue the tradition of launching the coming dynamic tourism season. The celebration is special this year because it takes place in an incredible place whose opening has been widely anticipated, the famous Walbridge Barn.



**Inspiring innovations, for a unique experience**

This year Brome-Missisquoi offers the opportunity to live unforgettable experiences, starting with the visit to the Walbridge Barn, a heritage treasure that is unique in North America. Then the Wine Route will offer even more by presenting fascinating events and by adding a 17<sup>th</sup> vineyard to its lineup. Several new Friends of the Wine Route will also join in. The town of Bromont will also host a huge show this year called Carnivàle Lune Bleue. Tourists coming to the region will then be able to find their dream getaway thanks to the region's numerous events, thanks to the two mountains, Mont Sutton and Ski Bromont.com, thanks to the diverse possibilities for hiking or biking trips, thanks to the discovery of heritage along the Townships Trail and thanks to the attractions, restaurants, boutiques, villages and charming landscapes.

The CLD offers practical tools to visitors like the new placemat map that includes the 80 wine businesses and friends, as well as an Internet site where an array of outing ideas are available, at [www.tourismebrome-missisquoi.ca](http://www.tourismebrome-missisquoi.ca). Once again this year, the CLD strongly supports buying

locally by carrying out a specific campaign and by distributing the placemat map to all of the region's households.

**Beautiful Bromont, a part of the region's tourism offering**

Brome-Missisquoi is proud to include the town of Bromont in its tourism offering. Bromont's dynamism, from its attractions and its events, to its numerous health centres, combined with the wine and cultural offerings that were already part of the territory, will increase vacation package possibilities and offer unique products. This newcomer will position Brome-Missisquoi as the wine region of choice in Quebec.

**Brome-Missisquoi is active in social media**

To follow the web 2.0 trend, Brome-Missisquoi is now very active in social media. We invite you to visit our Facebook page as well as follow us on Twitter. Soon the Wine Route will also have its page on Facebook.

[www.twitter.com/regionbm](http://www.twitter.com/regionbm)

<http://www.facebook.com#!/pages/Region-Brome-Missisquoi/437769760480?ref=ts>

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