

## FOR IMMEDIATE RELEASE

### **Middlesex County Economic Development and Tourism Celebrate MarCom Awards with Multiple Wins, \*Including a Platinum Award for the Middlesex County Trails Guide**

**Middlesex County, November 8, 2024** – Middlesex County Economic Development is proud to announce its recent achievements at the 2024 MarCom Awards, winning a prestigious Platinum Award for its innovative video series, "Making it In Middlesex: Stories of Business Success." Additionally, Middlesex County Tourism has been honoured with a Gold Award for its exceptional Culinary Guide, and a third Platinum Award for the Middlesex County Trails Guide, which highlights the county's abundant outdoor trails with an artistic touch.

The MarCom Awards recognize outstanding achievement in marketing and communication, attracting thousands of entries from around the globe. The Platinum Award, the highest honour, acknowledges the exceptional quality of the "Making it In Middlesex" video series, which highlights the stories of local entrepreneurs, businesses, and the unique opportunities that Middlesex County offers. "This series not only showcases the vibrant economy of our county but also reflects the passion and creativity of our business community," said Aina DeViet, Warden of Middlesex County. "We are thrilled to receive this recognition and to shine a light on the amazing individuals making a difference in Middlesex."

Furthermore, the Culinary Guide, which has been recognized with a Gold Award, offers an in-depth look at the diverse culinary scene in Middlesex County, promoting local cafes and restaurants, bakeries, farms, and culinary experiences that celebrate the region's rich gastronomic heritage. "The Culinary Guide is a testament to our commitment to promoting local flavour and tourism," said Paul Napigkit, Tourism Officer. "This award reflects our efforts to support local businesses and attract visitors to experience the best of what Middlesex County has to offer."

\*The Middlesex County Trails Guide, which recently received the Platinum Award, is a artfully composed publication that showcases the County's diverse network of outdoor trails. Featuring digitized photographs of each conservation area that are reminiscent of Impressionistic paintings from the Group of Seven, the guide captures Middlesex County's natural landscapes with an artistic touch. With the unique blend of artistry and authenticity, the guide aims to provide an accessible, user-friendly resource for residents and visitors, ensuring they can easily navigate the County's trails and conservation and natural spaces safely and responsibly. "We are honoured to receive this recognition for a guide that not only serves as a practical tool but also embodies the artistry and beauty of Middlesex County's landscapes," said Napigkit.

These awards serve as a testament to Middlesex County's dedication to fostering economic growth, tourism, and community engagement while celebrating its vibrant character and diverse offerings. The county is excited to continue promoting local initiatives that highlight its unique features and opportunities.

For more information about the MarCom Awards, visit the [MarCom Awards Website](#).

**About Middlesex County Economic Development**

Middlesex County Economic Development is committed to fostering a thriving economy by supporting local businesses, attracting new investment, and promoting innovative initiatives that enhance the quality of life in the region.

**About Middlesex County Tourism**

Middlesex County Tourism is dedicated to promoting the region as a premier travel destination, highlighting its rich culture, agri-tourism, history, and diverse culinary experiences.

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