

FOR IMMEDIATE RELEASE

Middlesex County Announces 2026 “Spark” Program Winners Supporting New Tourism Experiences

Middlesex County, ON, January 14, 2026 – Middlesex County is pleased to announce the three successful recipients of the 2026 Spark Mentorships & Grants Program, an initiative designed to support innovative tourism ideas that strengthen and grow the local visitor economy.

The Spark Program pairs selected participants with experienced industry mentors and provides a \$3,000 seed grant to help bring new tourism concepts to life. Following a competitive application and pitch process, the 2026 Middlesex County Spark Program winners are:

- Michael Courey – New Moon Community Homestead
- Phil Moddle – Arrowwood Farm & Events
- Dan Muzylowsky – Apple Land Station

Originally launched in 2018 by Tourism Innovation Lab, the Spark Program has since been delivered in more than 20 regions across Ontario and British Columbia. The program supports new tourism ideas that enhance existing offerings, fill industry gaps, encourage longer stays and repeat visits, increase year-round and shoulder-season tourism, and promote sustainable tourism practices.

In Middlesex County, the Spark Program is delivered by Tourism Innovation Lab through a collaborative partnership with Middlesex County and Ontario’s Southwest Tourism Corporation.

“This program continues to be a powerful way to nurture local creativity and entrepreneurship while strengthening Middlesex County’s tourism sector,” says Cara Finn, Director of Economic Development and Tourism, Middlesex County. “The ideas coming forward through Spark reflect the innovation, collaboration, and community pride that make Middlesex County such a welcoming place to visit and invest.”

The 2026 Spark Program was open to individuals aged 18 and over, entrepreneurs, small businesses, non-profit organizations, and community groups with new tourism ideas rooted in Middlesex County. Applications were evaluated through a juried review process, with finalists invited to pitch before three recipients are selected.

For more information about the Spark Program, visit

www.tourisminnovation.ca/middlesex.

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