Pembroke, ON (August 2, 2017) – It’s no secret to anyone who lives, works, or has ever stepped foot in Ontario's Highlands that this region is an incredible place to visit – and now, residents of the region have the chance to share that knowledge and pride with others. Following the success of a partnership with Hastings County, which established a Local Wanderers program, Ontario's Highlands Tourism Organization (OHTO) is coordinating a region-wide rollout.

Hastings County and OHTO have long worked closely together to promote tourism in the region and entered a formal partnership to generate editorial content specific to Hastings County in the spring of 2017. The main goal of this partnership was to create opportunities for local writers to recount their authentic stories of personal travel experiences that highlight the uniqueness of this naturally beautiful land, its communities, and its people.

“We know visitors think the best stories come directly from the source, and what better way to tell the stories of our communities than from the perspectives of our locals?” says Kasey Rogerson, Tourism Development Coordinator for Hastings County.
After being encouraged by the number of applications received through the initial Local Wanderers program in Hastings County, and thrilled with the impressive stories that are being created and shared, OHTO is expanding this opportunity to all of Ontario’s Highlands.

This program will support the region’s Come Wander brand platform, which launched to consumers in the spring of 2017 and is built around Ontario’s Highland’s unique character, rich local stories, and the unique personalities of the communities that make this destination memorable. Locals with knowledge of, and a passion for, the Ontario’s Highlands region have the chance to help share authentic stories, highlight incredible experiences, and inspire visitors to Come Wander Ontario’s Highlands by joining OHTO’s Roster of Local Wanderers.

“We are looking forward to hearing from local residents who are eager to share their community pride by applying to become a regular contributor on our Roster of Local Wanderers,” says Nicole Whiting, Executive Director of the OHTO. “As a not-for-profit organization, the financial compensation is modest, but anyone who has creative writing, photography and videography skills has the opportunity to join a dynamic group of fellow Wanderers looking to expand their published portfolio and gain greater exposure of their work to a large audience.”

You can join OHTO’s Roster of Local Wanderers by filling in an application online to provide information about your passions, experiences, and interests. For more information on OHTO’s Roster of Local Wanderers, or if already have a story and are looking to share it, visit www.comewander.ca/share-your-story.

About OHTO
Ontario’s Highlands Tourism Organization (OHTO) is a not-for-profit organization mandated by the Province of Ontario to increase tourism within the counties of Haliburton, Lanark, and Renfrew and portions of Frontenac, Hastings, and Lennox and Addington. Find out more at www.comewander.ca/ohto.

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