

ONCE IN A LIFETIME EXPERIENCE COMES TRUE IN NORTHERN ONTARIO

Contest Winners to Experience Ontario's Great Outdoors

July 29, 2015

During the first week in August, four lucky travellers will experience Ontario's dynamic North. The Ontario Tourism Marketing Partnership Corporation (OTMPC) is pleased to announce Doug Temoin from Delta, British Columbia as the winner of The Great Canadian Boreal Forest Adventure contest with renowned bushcraft expert and popular British TV personality, [Ray Mears](#). Doug Temoin and his son-in-law, Levon Young, will also be joined by two other contest winners, John and Joanne Armstrong, from Manchester, England.

This epic contest, which had over 37,000 entries, is the highlight of a tourism campaign that ran across North America and the United Kingdom, showcasing why Ontario is one of the best places to experience an outdoor adventure. The trip, taking place August 6 to 13, 2015, will be hosted by Ray Mears, and a special travel team, including legendary Canadian paddler Becky Mason and [Wabakimi Wilderness Outfitters](#). With no roads in the park, the group will travel by canoe and bush plane into Wabakimi Provincial Park and learn the art of bushcraft survival skills.

The eight day fully-outfitted adventure begins in Thunder Bay, on the shores of Lake Superior, and then travels into Wabakimi Provincial Park for four nights. The travellers will experience Northern Ontario's breathtaking outdoor beauty in the heart of one of the world's largest unspoiled ecosystems, the Canadian Boreal Forest. After the expedition, the group will travel by train aboard VIA Rail Canada where they will continue an experience in a dome car with stunning views as they blaze through the Boreal.

The Northern Ontario outdoor adventure campaign ran across Canada, in targeted U.S. markets and the U.K. over the fall and winter months. The comprehensive multi-channel marketing campaign reached over 2.6 million consumers. In North America, consumers were reached online through U.S. based Paddling.net and in publications *Canoe Roots* and *Adventure Kayak*. Promotions were also held through the Reel Paddling Film Festival across 120 venues in the U.S. & Canada. In the U.K., Ontario was highlighted through editorials in four adventure publications with *Active Traveller*, *Adventure Travel*, *The Great Outdoors* and *Geographical*. OTMPC also partnered with Cotswold Outdoor, the largest outdoor retail chain, and Garmin U.K. (GPS products). The campaign focused on providing consumers with a range of outdoor adventure ideas.

QUOTES

"My first reaction to winning the Wabakimi Adventure with Ray Mears was disbelief, followed rapidly by excitement. I have always had a passion for the outdoors, and to travel to the vast Ontario wilderness of Wabakimi is a once in a lifetime experience. I look forward to travelling with, and learning from, one of the best, Ray Mears. I want to express my heartfelt thanks to the Ontario Tourism Marketing Partnership Corporation for this magnificent opportunity."

- Doug Temoin, Contest Winner, Delta, B.C.

“When my father-in-law invited me to join him on this amazing trip he won, I immediately said yes. I am so glad I did. Once I learned what the trip encompassed, I was beyond excited. This is a once in a lifetime opportunity to experience a part of Canada I have never seen or even been close to. As a lover of the outdoors on the West Coast, I am looking forward to exploring Thunder Bay and Wabakimi Provincial Park under the skilled instruction of Ray Mears.”

- Levon Young, guest of Contest Winner, Delta, B.C.

"I couldn't quite believe I'd won this amazing trip of a lifetime. My wife and I are looking forward to exploring the wonders of the Canadian wilderness. We are big fans of Ray Mears and we love any type of outdoor adventure. This really is a dream come true and we are very grateful to Ontario Tourism."

- John Armstrong, Contest Winner, Manchester, England

“The Ontario Tourism Marketing Partnership Corporation (OTMPC) is thrilled the contest winners are excited to come to Ontario for this great adventure. Northern Ontario is truly one of Canada's best gems with its spectacular beauty and remarkable outdoor adventures providing travellers with an awe-inspiring journey. OTMPC would like to thank all the partners involved in this highly-successful campaign.”

- Ronald Holgerson, President and CEO, OTMPC

QUICK FACTS

- Tourism is an important economic driver. 2012 figures indicate that tourism supported over 359,400 jobs and generated over \$28 billion for Ontario's economy.
- Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario with a vision to position Ontario as a preferred global destination.

LEARN MORE

- Watch Ray Mears explore the [Wabakimi Provincial Park](#).
- Discover more about [Ontario's outdoor adventures](#).
- Learn more about [OTMPC](#), its programs and partnership opportunities.

CONTACT

Enza Chiappetta
(A) Corporate Communications Manager, OTMPC
416-314-6590
enza.chiappetta@ontario.ca
10 Dundas Street East, Suite 900
Toronto, Ontario M7A 2A1

If you do not wish to receive electronic messages regarding OTMPC news, please e-mail otmpc.news@ontario.ca indicating “unsubscribe”.