



# EASTERN ONTARIO RAIL TRAIL Industry Communications Strategy & Toolkit

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## INTRODUCTION & PURPOSE

The purpose of this communication toolkit is to provide the Eastern Ontario Rail Trail Loop Project partners with an understanding of the communications approach and the tools they need to effectively share consistent and compelling messaging about the Eastern Ontario Rail Trail Loop project (referred to as the “Loop”). This communication toolkit will support partners by offering unified messaging and guidance on key communication assets and strategic context for engaging with their respective communities and target visitor audiences during the product development phase of the project.

The marketing elements contained in this toolkit are intended to focus on generating excitement and support for achieving the aspirational goals of the Loop as outlined in the Trail Assessment report. These efforts will ensure the communities benefiting from the Loop and the visitors being targeted (currently the hybrid cyclists) feel a sense of pride and connection with the Loop before it officially launches at the conclusion of the development phase in 2030. Prior to the launch, a comprehensive communications and marketing strategy for marketing the Loop specifically to visitors is scheduled to be completed.

## STRATEGIC FRAMEWORK

Based on the outcomes of the Trail Tourism Assessment report and Eastern Ontario Rail Trail Loop Community Engagement Plan Recommendations report, the following goals and objectives have been identified for the Loop project and are what guide the various components outlined in this communication toolkit.

## COMMUNICATION GOALS

The communications strategy for the Loop focuses on four overarching goals. Each goal is supported by specific, measurable, achievable, relevant, and time-bound (SMART) objectives to guide consistent messaging and unified promotion.

**The four strategic goals for communications are intended to:**

- 1. Engender support for the development of the Loop as a future signature tourism asset that will drive economic growth, enhance rural diversity and promote active travel.**
- 2. Encourage coordinated infrastructure investment and business readiness across the region before large-scale visitor promotion begins.**
- 3. Manage expectations for trail users to ensure early experiences are positive and align with current conditions and amenities.**
- 4. Maintain consistent and unified messaging across all project partners involved in the trail project.**

# COMMUNICATION OBJECTIVES

Objectives for communication must be SMART – specific, measurable, achievable, and time-constrained - to support the achievement of the goals identified above.

## GOAL #1:

Build broad-based support to position the Loop as a future signature cycling tourism asset for hybrid cyclists that will drive economic growth, enhance rural diversity and promote active travel.

### OBJECTIVES:

- **Inform and align community members about the project's phased development, timelines, value proposition and opportunities for involvement, as outlined in the Loop's 5-Year Roadmap and achieve the 2030 Vision.**
- **Build community and industry buy-in by equipping partners with ready-made content and consistent messaging to share with partners and community members.**

## GOAL #2:

Encourage coordinated infrastructure investment and business readiness across trail communities before export-ready marketing and promotion activities for the Loop begins.

### OBJECTIVES:

- **Support business engagement by identifying how trail users can be a new customer audience and offer shoulder-season stability for businesses on or near the Loop and its trail network.**
- **Identify opportunities to align brand identity with business participation (ie. decals, content)**
- **Equip and support businesses and communities on or near the Loop with becoming cycle-friendly and market-ready for welcoming the target market of the Loop.**

## GOAL #3:

Manage expectations of potential trail users to ensure early experiences align with current conditions and evolving amenities:

### OBJECTIVES:

- **Equip partners with unified messaging to share consistently across media, municipal channels, newsletters, and in-person discussions.**
- **Inform and align community members about the Loop project's aspirational vision of establishing a signature rail trail loop experience by 2030.**

# COMMUNICATION, MARKETING, AND ENGAGEMENT

As identified in the Eastern Ontario Rail Trail Loop Community Engagement Plan, understanding the relationship between communication, marketing and engagement is essential in order to effectively promote the Loop.

- **Communication ensures the distribution of consistent, strategic messaging across all platforms and audiences.**
- **Marketing drives specific calls to action, such as encouraging trail use in consumers or industry participation for stakeholders.**
- **Engagement focuses on building buy-in, involvement, and support from stakeholders and the broader community.**

While each has a distinct function, all three are interdependent and critical to the success of this initiative.



# BRAND IDENTITY OVERVIEW

The Brand Identity Overview outlines key elements that define the Loop's project brand, including brand theme and core values. Together, these elements form the visual and verbal identity of the trail project and ensure all communication – from media releases to social media posts – are consistent, compelling, and aligned with project goals.

A clear and unified brand identity is essential for building recognition, generating interest, and reinforcing the EORTL's position as a future signature cycling and tourism experience in Eastern Ontario. This information will assist project partners to communicate with one unified voice to best promote and support the trail through its development.

## BRAND THEME

The brand identity for the Loop project is a collection of visual, verbal and emotional elements that leverages the unique characteristics of the trail loop.

### THE IDENTITY IS ROOTED IN:

- **Railway Heritage:** The trail is built on former railbeds, celebrating Eastern Ontario's railway history.
- **Geographical Distinction:** It is a mostly level, gravel surface separated from road traffic in a quiet, rural environment for a peaceful and active experience.
- **Tourism Appeal:** The trail passes through numerous small towns within a short distance, making it ideal for day trip or multi-day exploration.

## CORE BRAND VALUES

- **Accessibility:** A trail for all skill levels and adventure types
- **Sustainability:** Promotes active, low-impact, carbon-conscious recreation
- **Heritage:** Honouring the region's railway and rural history
- **Connection:** Connecting people, communities, and landscapes
- **Adventure:** Inviting discovery through self-propelled exploration of Eastern Ontario

# AUDIENCE OVERVIEW

The communication tactics for the Loop project align with industry audiences identified in the Eastern Ontario Rail Trail Loop Community Engagement Plan, including:

## INDUSTRY AUDIENCES

- **Government officials (all levels)**
- **Municipal staff**
- **Regional residents and trail users**
- **Businesses community (both directly on or near the trail)**
- **Cycling groups and communities (as ambassadors)**

# MESSAGING AND VALUE PROPOSITION

Messaging geared for industry buy-in is aspirational until such time as the Loop is export ready, in 2030, at which point it will shift to reflect market-ready Loop experiences in the final product.

Industry messaging for the Loop project is designed to:

- **Generate awareness of the trail's existence, its value proposition, and its current stage of development or market-ready status**
- **Inspire a desire to learn more and/or support the trail**
- **Take action by either committing to being part of the trail-friendly community or by cycling the trail.**



# VALUE PROPOSITION

The Eastern Ontario Rail Trail Loop (EORTL) is a unifying regional project that brings community, economic, and environmental value. A solid value proposition for the trail is essential to bring community and municipal/regional leadership buy-in to supporting the trail through fiscal investment and ambassadorship to the broader community.

Economic impact of the trail has been estimated at \$67.5 million in annual visitor spending from more than 200,000 cyclist visits. The total economic impact (direct and indirect) is estimated at \$107 million per year.\*

Beyond economic impact, the trail will enhance quality of life for residents, drive tourism-based economic growth for municipalities and businesses, and offer an experience-based opportunity for investors and partners.

- **Residents will benefit from accessible, year-round recreation, improved community health, and a deepened connection to nature and local heritage. Trails build pride, promote active living, and foster environmental stewardship.**
- **Municipalities will unlock new sources of tourism revenue (\$250–\$300/day per cyclist), downtown revitalization, and increased property values. Trail infrastructure will attract grants and support long-term placemaking.**
- **Local businesses will gain access to high-yield cycling markets through business engagement programs, wayfinding signage, and trip-planning platforms. Even off-trail businesses will benefit from increased visitor traffic and repeat customers.**
- **Trail users and visitors will be offered a uniquely Canadian looped cycling experience – 320-kilometres of quiet rail trail through heritage towns and natural landscapes. As trail sections evolve toward market-readiness, the EORTL is already drawing motivated, high-spending cyclists.**
- **Partners and investors will be able to join a community-driven project with a projected annual economic impact of \$107 million. The Loop follows a proven product development model (OHTO’s Ride The Highlands program) and is guided by a phased roadmap that supports success through 2030.**

\*Based on per-kilometre use averages across the Cataraqui Trail, K&P Trail and Ottawa Valley Recreational Trail, and supported by average spending identified by Ontario by Bike (2023).



## GENERAL GUIDANCE FOR RAIL TRAIL EXPERIENCE COMMUNICATIONS

To ensure consistency, the following guidelines are provided for reference when creating marketing materials or communications geared to industry or community members. This guidance is focused on communicating the Loop project and its engagement opportunities, and not for promoting the Loop as a market-ready tourism experience.

- **Don't capitalize Trail Towns – this could lead to trademark/copyright infringement.**
- **Be clear about expectations for users – this includes providing accurate details about cell phone coverage, level of difficulty and trail conditions.**
- **Only promote trail segments of the Loop that are market-ready for consumer use and focus on highlighting the rail trail experience, not the Loop itself as an experience (please refer to the Trail Tourism Assessment to determine market readiness for trail segments along the Loop)**
- **Avoid using AI-generated or stock images – a big part of the Loop's appeal will be because of its geographical place, so capitalize on that by using authentic, destination specific visuals. For access to authentic visual assets, please contact Kasey Rogerson at [kasey.rogerson@ohto.ca](mailto:kasey.rogerson@ohto.ca).**

## IMPLEMENTATION GUIDANCE FOR PARTNERS

The attached tools and templates provide content and structure for consistent communication about the EORTL. Project partners should incorporate these materials into their own localized action plans. Each section can be customized with region-specific context while ensuring the core messaging remains unified across the project.

### PARTNER TO-DO CHECKLIST:

- Use boilerplate messages in newsletters, social media, and media materials
- Adapt media release templates for local stakeholder sessions and announcements
- Apply key messages in meetings with stakeholders and businesses
- Use the provided hashtags and digital handles in all promotional posts
- Share current trail status transparently to manage visitor expectations
- Only promote market-ready trail segments of the Loop and the Loop Project
- Relay economic impact data to build a local benefit narrative



# TOOLS & TEMPLATES

## TOOLS & TEMPLATES

The Tools & Templates section of this plan provides ready-to-use tools and customizable templates to support consistent and effective communication about the Loop. These resources are designed specifically for project partners to help save time, align messaging, and empower partners to confidently promote the Loop across various platforms and audiences.

By utilizing the following tools, partners can contribute to the unified voice that reflects the Loop's goals and identity.

### KEY MESSAGING AND BOILERPLATE

Boilerplate is intended to be used in communications directed to industry partners and consumer audiences to provide a ready-access and united message selection. It can be added into media releases, used in social media posts, communications plans, and status reports for municipal partners etc. Key messages are intended to provide ready messaging snippets that can be used to ensure consistency across all communications channels.

### COMMUNICATIONS PLAN

A communications plan is an important resource to assist partners in seamlessly rolling out communications across multiple platforms. This plan can be used to strategically announce pivotal phases of the Loop Project development, including details of upcoming stakeholder sessions, announcing new segment launches, and garnering engagement through contests etc.

### SAMPLE SOCIAL MEDIA POSTS

By providing sample social media posts, project partners can quickly and easily share information about the Loop across social channels.

### DIGITAL HASHTAGS

The collective use by project partners for specific digital hashtags assists in cementing the Loop's Project brand identity for both industry and consumers audiences. Hashtags are intended for selective use on social media channels and platforms that support hashtag use, namely Instagram and Twitter.

### MEDIA RELEASE TEMPLATES

Access to media release templates will assist county partners in communicating with media to promote the trail and generate engagement within their respective regions. Media release templates can be copied and pasted and/or revised to include region-specific messaging that will assist in communicating about the trail.



# KEY MESSAGING AND BOILERPLATE

## BEST PRACTICES:

- Use the 20-word boilerplate for space-limited contexts.
- Use the longer boilerplate in media releases, blog posts, grant or funding applications.
- Always pair boilerplate language with local context (ie. a regional milestone, stakeholder event).
- Position the loop as an ongoing phased development project. Market the loop project or a finished segment, not the loop as a finished product.
- Repeat key messages across all channels (ie. social media, website, stakeholder presentations).

## BOILERPLATE

**20 WORD:** The Eastern Ontario Rail Trail Loop is a visionary 320-km signature trail development project that will unite communities, drive tourism, and maximize trail investments across Renfrew, Frontenac, and Lanark counties.

**LONGER VERSION:** The Eastern Ontario Rail Trail Loop (EORTL) is a 320-kilometre continuous off-road loop trail in phased development across the counties of Renfrew, Frontenac, Lanark, and the Township of Rideau Lakes, and poised to become a signature tourism experience for the region. This pivotal initiative, led by the Ontario's Highlands Tourism Organization (OHTO) and in partnership with regional partners, builds on recent capital trail investments to unlock the full potential of rail trail tourism in Eastern Ontario.

When fully developed, the EORTL is projected to generate an estimated \$65 million in direct annual economic impact and more than \$100 million in total economic impact. Community partners and tourism operators are encouraged to take part in a series of industry engagement sessions to share insights and shape this initiative. Together, we can transform these underused corridors into a world-class trail experience that benefits residents, businesses, and visitors alike.



## KEY MESSAGES

The table below provides sample messaging to be used when speaking with industry audiences. Messaging should reflect the current state of the trail, while reinforcing the long-term vision and aspirations of the Loop project.

### INDUSTRY MESSAGING

Message	Goal / Call to Action	Target Audience(s)
The EORTL project is a catalyst for regional revitalization and long-term economic development.	Encourage municipal support and strategic investment in trail infrastructure and adjacent amenities.	Government officials, Municipal staff
The trail is projected to generate \$67.5M in annual visitor spending and over \$100M in total economic impact.	Demonstrate return on investment to attract funding and stakeholder buy-in.	Government officials, Business community, Municipal staff
Partnering on the Loop means being part of a project that connects people and communities, preserves heritage, and grows rural tourism.	Inspire counties, towns, and organizations to align their planning and investment strategies.	Municipal leaders, Tourism boards, Economic development staff
High-yield cyclists spend \$250-\$300 per day and are motivated to support local businesses.	Encourage business engagement and readiness planning for tourism season.	Business community, Chambers of Commerce
Small adaptations can have high returns: bike racks, signage, grab-and-go meals, or bike tools.	Promote the “cycle-friendly” business model as an accessible economic opportunity.	Local entrepreneurs, Small business owners
Business-friendly supports like signage and Ontario By Bike certification increase visibility and revenue.	Encourage uptake of existing programs that support trail user engagement.	Business community, Tourism operators
The EORTL project uses a phased roadmap with partner input and measurable milestones.	Reinforce that this is a structured, collaborative, and scalable development project.	Industry partners, Municipal staff
Community engagement and stakeholder buy-in are foundational to long-term success.	Promote participation in engagement sessions and shared decision-making.	Community leaders, Nonprofits, Trail organizations

# COMMUNICATIONS PLAN

## BEST PRACTICES:

- The communications plan below is a template only, and must be adapted for local/regional use.
- Coordinate timing across all platforms to ensure your messaging is strategically timed and centred around events or milestones.
- Select the right venue for the right audience.
- Pair communications plan with other toolkit elements like boilerplate messaging or media release templates.

## SAMPLE COMMUNICATIONS PLAN

**GOAL:** To effectively promote the Eastern Ontario Rail Trail Loop (EORTL) Project and ensure consistent, compelling communication across all Project partners that supports stakeholder engagement, infrastructure readiness, and regional buy-in.

## OBJECTIVES:

- Build broad-based support for the EORTL as a future signature cycling tourism asset.
- Encourage coordinated infrastructure investment and business readiness.
- Manage expectations by promoting only market-ready trail segments.
- Maintain unified and consistent messaging among all partners.

**HASHTAGS:** #EORTL #EasternOntarioTrails #TheLoop #RailTrailOntario #TrailTownOntario #CycleON #BikeFriendlyBusiness #CycleTourism #ComeWander

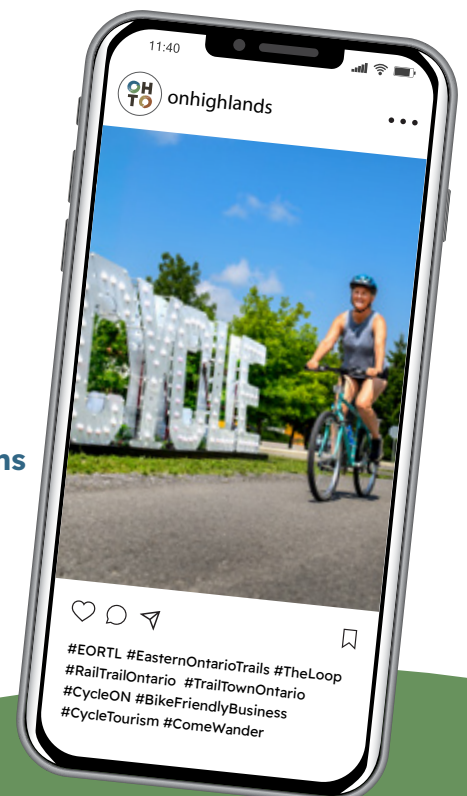
**TIMELINE:** 2025 and beyond (aligned with 5-Year Roadmap and 2030 Vision)

## TARGET AUDIENCE:

- Government officials and municipal staff (upper and lower tier)
- Regional residents and trail users
- Businesses on or near the trail
- Cycling groups and tourism operators
- Community leaders and nonprofit partners

## OUTLETS:

- Municipal newsletters and bulletins
- E-blasts and internal memos to councils and staff
- Regional stakeholder meetings and engagement sessions
- Press releases and local media features
- Social media (Twitter, LinkedIn, Facebook, Instagram)



## MESSAGING:

The Eastern Ontario Rail Trail Loop (EORTL) is a visionary 320-kilometre off-road cycling trail under phased development across Renfrew, Frontenac, Lanark counties, and the Township of Rideau Lakes. When complete, it will be a signature tourism experience drawing more than 200,000 annual visitors and generating over \$100 million in total economic impact.

### KEY MESSAGES TO INCLUDE:

- **The EORTL is a catalyst for rural revitalization and long-term economic development.**
- **Trail development is phased, with market-ready segments launching as they meet readiness standards.**
- **High-yield cyclists spend \$250–\$300 per day. The Loop offers a huge opportunity for business growth.**
- **The trail connects people, preserves heritage, and offers sustainable adventure in Ontario’s Highlands.**

Messaging should reflect the current state of development, emphasizing only market-ready segments while reinforcing the long-term vision of a regional rail trail loop by 2030.

### CALL TO ACTION:

- **Participate in an engagement session.**
- **Learn more information about the project.**
- **Sign up for a newsletter.**
- **Connect to be part of the trail development.**



## SAMPLE COMMUNICATIONS ROLLOUT

Communication	Topic	Date	Audience/Venue
Social Post	Announce engagement session	Two-to-three weeks before event date	County/partner channels
Media Release	Announce engagement session	Two-to-three weeks before event date	Local and regional media
Social Post	Reminder: Join us to shape the future of the Eastern Ontario Rail trail Loop	7 days before event date	Municipal/tourism channels
Media Release	Launch of new trail segment	Upon segment readiness	Local and regional media County/partner channels
E-blast	Partner update on Loop milestones	Quarterly	Industry and business partner contacts



# SAMPLE SOCIAL MEDIA POSTS

**Purpose:** To effectively promote the Eastern Ontario Rail Trail Loop (EORTL) and drive awareness, engagement, and support among stakeholders, residents, and cycling tourism audiences, while ensuring consistent, market-ready messaging across all partners.

## KEY SOCIAL MEDIA GOALS:

- **Build Awareness**
- **Drive Engagement**
- **Promote Readiness**
- **Support Regional Buy-In**

## TARGET AUDIENCES

- **Government officials & municipal staff**
- **Regional residents & trail users**
- **Local businesses & tourism operators**
- **Cycling groups & tourism audiences**
- **Community leaders & nonprofit partners**

## BEST PRACTICES

- **Share high-quality, people-focused photos and short videos of market-ready EORTL trail segments, scenic views and local businesses on your organization's social media channels.**
- **Integrate EORTL posts into your existing content schedule (approximately 1-2 times per month) to keep the trail visible without overwhelming your feed.**
- **Use core EORTL hashtags and tag other partner municipalities, businesses and tourism operators to increase reach and encourage cross-promotion.**
- **Promote only market-ready trail segments – manage expectations of the other sections by framing them as part of the long-term 2030 loop vision.**
- **Encourage engagement and user-generated content by resharing posts from trail users, inviting them to tag #EORTL, and responding to comments**
- **Track your own post-performance (likes, shares, clicks and hashtag use) to understand what resonates and guide future EORTL content.**

# SAMPLE SOCIAL COPY:

## SAMPLE #1: INFORMATIONAL

*“Cycling tourism is on the rise! The Eastern Ontario Rail Trail Loop (EORTL) is projected to attract 200,000 visitors annually and generate over \$100M in total economic impact by 2030. Let’s get our region ready!  
Learn more: [LINK](#)”*

**Visual:** Infographic with economic impact stats or a trail map highlighting the loop.

## SAMPLE #2: ENCOURAGING REGISTRATION

*“Be part of the Eastern Ontario’s cycling tourism future! Join an upcoming stakeholder engagement session to learn how the Eastern Ontario Rail Trail Loop can drive tourism, business growth, and community pride in your region.  
Register here: [LINK](#)”*

**Visual:** Graphic with date/time of engagement session.



## SAMPLE #3: INFORMATIONAL

*“Cycling tourism means big opportunities for Eastern Ontario! The Eastern Ontario Rail Trail Loop (EORTL) will attract thousands of visitors and generate significant local spending in trail towns. Every kilometre of trail is an investment in our regional economy,*

*Learn how you can be part of EORTL: [LINK](#)”*

**Visual:** Scenic cycling image on the trail or in a trail town.



## SAMPLE #4: GENERATING AWARENESS

*“Did you know? Visitors on long-distance cycling routes spend 2-3 times more than average tourists. The Eastern Ontario Rail Trail Loop is designed to connect them directly to our local communities and businesses.*

*Get ready to ride: [LINK](#)”*

**Visual:** Scenic cycling image on the trail or in a trail town

# DIGITAL HASHTAGS

## **BEST PRACTICES:**

- Hashtags should be used on appropriate social channels only – Instagram and Twitter.
- Hashtags should not be used on print communications.
- Be consistent when selecting which hashtags to use and include the same ones on all communications.

## **EASTERN ONTARIO RAIL TRAIL LOOP**

#EORTL  
#EasternOntarioTrails  
#OntariobyBike  
#TrailTownOntario  
#RailTrailOntario  
#TheLoop

## **TRAIL ACTIVITY HASHTAGS**

#GravelCycling  
#CycleOntario  
#RailTrail  
#BikeTouring

## **GENERAL TOURISM**

#ComeWander  
#DiscoverON  
#CycleON

## **INDUSTRY RELATED HASHTAGS**

#BikeFriendlyBusiness  
#CycleTourism  
#CommunityTrails



# MEDIA RELEASE TEMPLATES

This toolkit provides two media release templates:

## **STAKEHOLDER SESSION MEDIA RELEASE**

- a. To gain buy-in from community ambassadors, municipal partners, and business/tourism operators along the trail**
- b. To spread awareness about the trail loop and its current stage of development**

## **TRAIL-READY SEGMENT ANNOUNCEMENT**

- a. To maintain engagement with the trail even before it is 100 per cent market ready.**
- b. To generate excitement as segments are launched.**
- c. To attract visitation in segments, before the entire loop is launched.**

# SAMPLE STAKEHOLDER SESSION MEDIA RELEASE:

FOR IMMEDIATE RELEASE Date: [XXX]

XXX County invites stakeholder to help shape the Eastern Ontario Rail Trail Loop

[County Name], Ontario – **[County Name]** County is inviting local tourism and business operators, municipal leaders, and community members to attend a stakeholder session on [DATE] focused on the development and launch of the Eastern Ontario Rail Trail Loop (EORTL), an exciting new trail project currently underway in the region. The EORTL project will offer cyclists a continuous, off-road loop option, with mostly gravel surfaces and gentle grades, making it ideal for cyclists of all skill levels.

Led by the Ontario’s Highlands Tourism Organization (OHTO) and in partnership with Renfrew, Frontenac, and Lanark Counties as well as the Township of Rideau Lakes and Town of Smiths Falls, the EORTL project is a multi-year initiative to develop a 320-kilometre off-road cycling loop connecting sections of the Cataraqui Trail, K&P Trail, and Ottawa Valley Recreational Trail. Over the past two years, project partners conducted a comprehensive trail readiness assessment and developed a strategic community engagement framework to support the project’s next phase.

This project builds on more than a decade of investment in Eastern Ontario’s trail infrastructure to transform former rail corridors into high-quality, multi-use rail trails. With an estimated \$65 million in direct annual economic impact and over \$100 million in total impact, the EORTL project is expected to drive significant tourism and economic growth across the region.

This stakeholder session, hosted by [County Name], is part of a series of engagement opportunities being held to increase awareness, gather local input, and foster community and industry support for this signature trail experience.

Session Details: Date: [Insert Date]

Time: [Insert Time]

Location: [Insert Venue Name and Address]

For more information or to RSVP for the stakeholder session, please contact: [XXX]

Please visit [www.ohoto.ca/eortl](http://www.ohoto.ca/eortl) to learn more about the EORTL project.

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# SAMPLE SEGMENT LAUNCH MEDIA RELEASE:

FOR IMMEDIATE RELEASE Date: [Insert Date]

XXX County launches new, market-ready segment of the Eastern Ontario Rail Trail Loop

[County Name], Ontario - [XXXX] County is pleased to announce the launch of a new market-ready segment of the Eastern Ontario Rail Trail Loop (EORTL), a major milestone in the phased development of Eastern Ontario's signature cycling trail.

This newly launched segment signals continued forward momentum for the EORTL project, marking the transition from planning to implementation. The launch follows dedicated work by [County Name] to prepare this portion of the trail for visitors, including trail inspection, signage installation, and meeting provincial market readiness standards. With mostly gravel surfaces and gentle grades, this segment is ideal for cyclists of all skill levels.

Led by the Ontario's Highlands Tourism Organization (OHTO) in partnership with Renfrew, Frontenac, and Lanark Counties as well as the Township of Rideau Lakes and Town of Smiths Falls, the EORTL project is a 320-kilometre off-road cycling loop connecting the Cataraqui Trail, K&P Trail, and Ottawa Valley Recreational Trail. The project builds on more than a decade of local investment in converting former rail corridors into high-quality, multi-use trails.

Over the past two years, the EORTL project partners have conducted a comprehensive trail readiness assessment and engaged communities across the region to lay the groundwork for development. The full trail is expected to generate \$65 million in direct annual economic impact and more than \$100 million in total economic benefits.

The launch of this segment is the first of several that will roll out as development progresses and signals that Eastern Ontario is well on its way to becoming a premier cycling destination.

To learn more about the EORTL project and explore this newly launched trail section, visit [www.ohto.ca/eortl](http://www.ohto.ca/eortl) or contact: [Insert Contact Name, Title, Email, Phone Number]

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