

MEDIA RELEASE

FOR IMMEDIATE RELEASE

April 23, 2025

Bottle and Barrel Adventures announced as part of the 1000 Islands Rideau Canal Waterways

Tourism businesses and sites of the 1000 Islands Rideau Canal Waterways Self-Guided Driving Adventures gathered at ArBru Solar Brewery in the Township of Front of Yonge to unveil the 2025 promotional brochure and marketing campaign.

Now featuring over 65 participating locations, the initiative invites both visitors and locals to explore the region's themed Adventures at their own pace: Gardens, Foodie Shops, Fresh Baked and Cafes. Corinna Smith-Gatcke, Warden of the United Counties of Leeds and Grenville officially announced the newest Adventure – Bottle and Barrel, that adds 10 new businesses who serve craft made beers, ciders, wines and spirits to the tourism experience.

As part of the launch, this year's 1000 Islands Rideau Canal Waterways Adventures brochure was unveiled. The brochure features and pinpoints each participating location on a regional map making it easier to navigate and connect multiple sites. Travellers can build their own Adventures, including stops at bakeries, foodie shops, gardens, and beverage experiences hosted by the unique people who shape these communities.

"The Adventure Series is a splendid example of local businesses and sites working together to achieve more. With our iconic Canadian tourism assets of the 1000 Islands and the Rideau Canal, the Tourism Adventures provide visitors a great way to enjoy our culinary delights, immerse themselves in our beautiful scenery and bring direct dollars into our economy that helps our region prosper," said Warden Corinna Smith-Gatcke.

The Leeds Grenville Economic Development Manager, Ann Weir emphasized the importance of the tourism sector to the region. The marketing campaign will aim to boost visitation and capitalize on the rise in domestic travel while continuing to welcome American travellers with open arms. Many local small businesses depend on visitors—and that's exactly what this initiative supports.

There is a shared desire to see the region evolve into a year-round destination that attracts visitors with a variety of unique, high-quality, and celebrated travel experiences. Participating businesses are enthusiastic about welcoming guests into their establishments. Look for the Adventures branded window sticker or garden flag identifying their involvement in these tours.

"We are all tourism ambassadors for the region, and there is a key role for each of us to play. The more we cross-promote and share our positive experiences, the more we will benefit together," said Ann Weir, Economic Development Manager for Leeds Grenville.

About the Adventures

Bottle and Barrel entices patrons to sip and savour the best in local, craft-made beers, ciders, wines and spirits of the region at 10 different locations. Sample and enjoy regional flavours at these establishments.

Fresh Baked Adventures introduces visitors to 14 local bakeries and 10 cafés, where they can discover an array of unique and delicious treats made in the 1000 Islands Rideau Canal Waterways region.

Foodie Shop Adventures invites guests to embark on a culinary journey. Discover 12 local specialty food shops, each one presenting a diverse selection of products, ranging from gourmet cheeses to handmade chocolates.

Garden Adventures charms travellers to linger in the region's natural beauty at 20 sites. From historic gardens to contemporary botanical wonders, each garden displays distinctive horticultural scenery.

The 2025 printed brochure is available at participating partner sites and tourism locations, or digitally online at www.1000islandsRideauCanalWaterways.com/adventures. Hard copies are also available from the Counties Economic Development Office at 32 Wall Street in Brockville, or call 613-342-3840 ext. 5362. Find up-to-date content on the region's social media accounts @1000IslandsRideauCanalWaterways on both Facebook and Instagram.

About 1000 Islands Rideau Canal Waterways Tourism Region

In 2022, Counties completed an Inaugural Regional Tourism Destination Strategy. In moving the strategy forward, the Counties became the Tourism Destination Management Organization for Leeds Grenville, and in 2023 adopted the 1000 Islands Rideau Canal Waterways tourism brand.



The Counties works collaboratively with Brockville, Gananoque and Prescott in promoting the region toward the common goals of increasing visitor spending and creating a year-round destination.

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