

Media Release

FOR IMMEDIATE RELEASE

Middlesex County – November 8th, 2022

Middlesex County Economic Development and Collaborating Partners Recipients of Ontario Tourism Resiliency Award

Together with their partners, Middlesex County's Department of Economic Development and Tourism is pleased to announce that their project "From our Hands to our Table" received a prestigious award from the Tourism Industry Association of Ontario (TIAO). The Ontario Resiliency Awards have been designed to reflect resiliency through innovation, collaboration and partnership. Awards are presented by business category in each of the following three areas: collaboration, innovation, and sustainability.

The engaging video series "From our Hands to Your Table" was awarded for Collaboration in the Resource Based Tourism category. The project was also a finalist for Collaboration in the Foodservice and Independent Business category. The series showcases the partnership between local food producers and restaurateurs providing viewers with the opportunity to learn about each project partner and the significance of sourcing local ingredients. Along with Economic Development, Tourism and Agricultural partners in both Middlesex and Sarnia-Lambton, Middlesex County's Economic Development Tourism is excited to continue building upon the "From our Hands to Your Table" brand as they complete the launch of their current, third installment of partner videos.

All project partners are pleased to be recognized by the Tourism Industry Association of Ontario. "There are many incredible culinary collaborations within our area. It's important to promote these relationships not only to promote further opportunity for partnership but to show consumers the story behind the food on their plate. Receiving this honour now allows us to heighten this message on a provincial stage and we look forward to seeing how far the conversation goes," says Cara Finn, Middlesex County's Director of Economic Development and Tourism.

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