

NEWS RELEASE/COMMUNIQUÉ

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World's Biggest Snow Globe Returns to Promote Ontario Winter Fun

~ Ontario Tourism shakes up the season with launch of 2008 'There's No Place Like This' Snow Globe Tour ~

TORONTO — Fresh from its recent tour of New York City, the world's biggest snow globe is coming to Collingwood to help the Ontario Tourism Marketing Partnership Corporation (OTMPC) launch the Ontario 2008 'There's No Place Like This' Snow Globe Tour. The two-storey, 20-foot diameter spectacle houses a flurry of winter activity, including live actors and life-sized artistic renderings of winter fun.

"The snow globe has been a great success in attracting attention from the media and public," says Tourism Minister Peter Fonseca. "From ice skating to ice wine, and spa retreats to outdoor activities, the globe highlights some of the exciting experiences to be discovered in Ontario this season."

The OTMPC Snow Globe team will be on-hand providing visitors with brochures and helpful winter getaway ideas. Visitors will also be encouraged to check out the www.ontariotravel.net/winter website, which offers further inspiration and getaway packages for winter fun across the province.

"As the snow globe showcases, Ontario offers so many fun and exciting things to see and do in the winter," says Robin Garrett, president and CEO, Ontario Tourism Marketing Partnership Corporation. "We invite Ontarians to shake things up this season by taking advantage of some of the incredible opportunities at their fingertips."

After kicking off the tour in beautiful Collingwood at Blue Mountain (January 11 – 13, 2008), the world's biggest snow globe will heat things up as part of Hamilton's Winterfest (January 18 – 19, 2008), before heading to Niagara Falls (January 26 – 27, 2008). From there, the snow globe will make its way to Sault Ste. Marie for the Bon Soo Carnival (February 2 – 4, 2008), followed by WinterWorld in Mississauga (February 9 – 10, 2008) before wrapping up the tour in Toronto's Yorkville for the IceFest (February 22 – 25, 2008).

For more information on winter activities and getaway packages, please visit www.ontariotravel.net/winter.

The Ontario Tourism Marketing Partnership Corporation is the tourism marketing agency of the Government of Ontario.

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