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For immediate release:

The new guide for birding in Ontario's Southwest

Birding in Ontario's Southwest is known around the world thanks to important birding migration sites such as **Point Pelee National Park** and **Long Point Provincial Park**. The region's rich Carolinian ecosystem also provides an important breeding ground for species that are rarely found elsewhere in Canada.

Now anyone can enjoy birding in Ontario's Southwest with the launch of **Canada's South Coast Birding Trail** map. This map highlights **17 key birding hubs** which are prime birding locations to get started, and many more **primary sites** which are an integral part of the experience and should be included around the hubs as birders map out their route. "The *Canada's South Coast Birding Trail* entices the outdoor adventurer to get out and explore our region's birding hubs, primary sites and seasonal festivals which act as funnels for migrating birds and thousands of visitors annually," says Gordon Orr, Chief Executive Officer of Tourism Windsor Essex Pelee Island. "Similar to the *Cruise the Coast* motorcycle map, this piece accentuates the cohesiveness of Ontario's Southwest and accompanying tourist assets."

This trail was made with recreational and beginner birders in mind, featuring **key site information, birding festivals, seasonal migration information, complimentary activities** and other **trip planning material**. "This trail connects people to the best birding activities that are happening around the region, whether it be the Festival of Birds at Point Pelee National Park, or sites along the Long Point Birding Trail; the trail was designed to be your 'go-to guide' for one of Canada's richest birding locations," added Jim Hudson, Executive Director of Southwest Ontario Tourism Corporation.

To get your copy, visit your local tourism information centre, or contact us at admin@swotc.ca, or call the office at 519-290-8687. Shipments of higher quantities also available for distribution by tourism operators, nature clubs, etc.

For more information please contact:

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