

HMCS Ojibwa wins 2014 Tourism Innovator of the Year award

Opening season of Oberon-class submarine recognized for enhancing community of Port Burwell

St. Thomas, ON: The excitement was palpable last night in Collingwood as the Elgin Military Museum waited to hear the Tourism Industry Association of Ontario announce this year's tourism award winners.

After years of hard work, Executive Director Ian Raven was proud to accept the *Tourism Innovator of the Year Award* for small business, recognizing the 2013 first season of Cold War submarine *HMCS Ojibwa*.

The award recognizes an individual or business that has created a new, innovative product that will promote and enhance tourism in their local community, region or the province of Ontario.

"Bringing a submarine to Port Burwell was the definition of thinking outside the box. We want to continue that level of innovation so that no matter how often a visitor comes to *Ojibwa*, they're guaranteed to see something new and exciting", Raven said.

Decommissioned in 1998, *HMCS Ojibwa* now resides in the charming southwestern Ontario town of Port Burwell and stands as a Cold War interpretive centre and a monument to the submariners who put their lives on the line.



Ian Raven (center) shares the Tourism Innovator of the Year award with Ken Whiteford (left) and Jim Hudson (right) from the Southwest Ontario Tourism Corporation.

"*HMCS Ojibwa* is a truly unique experience. How often do you get to snoop around a Cold War submarine?" asked Melissa Raven, Director of Communications. "Visitors are able to look behind the curtain of the Cold War to a time when international crises brought us closer to World War III than any of us imagined. *Ojibwa* is definitely a 'must see' destination."

Since its opening season, *Ojibwa* has welcomed large and small groups, including motor coach tours and school groups.

The submarine will be open for tours this weekend from noon to 5pm. Throughout the coming winter season, groups can book tours by calling the museum at [519-633-7641](tel:519-633-7641). Information on the 2015 season will be available on their website, www.projectojibwa.ca.