



MEMORANDUM

TO: Members of Planning and Economic Development Committee

FROM: Bryan Tuckey, Commissioner of Planning and Development Services

DATE: August 26, 2009

RE: **York Region In Your Backyard Magazine, Fall edition**

I am pleased to present to you the Fall edition of the *York Region In Your Backyard* magazine.

The *In Your Backyard Magazine* is designed to promote York Region as a getaway destination. The full-colour, 42-page magazine features articles on great things that visitors can see and do in York Region during the autumn season - from family attractions, outdoor adventures, dining, festivals, heritage, theatre and getaway overnight packages. The magazine will be distributed via Canada Post to 30,000 high income with children households in Southwestern Ontario, 15,000 copies will be distributed to commuters during a York Region promotion in Union Station and the remainder of the 50,000 copies printed will be circulated through libraries, municipalities and visitor centres in York Region.

The In Your Backyard magazine is supported by the tourism industry through the purchasing of advertising which offsets the production and distribution costs.

Please contact Brenda McGowan, Manager, Tourism Development at 1-877-464-9675 ext 1553 if you require additional information and copies.

Bryan Tuckey

BWT/bm
August 26, 2009

Attachment: In Your Backyard magazine, Fall edition
1038722 P07 - Planning Committee\2009\September\Memo Fall In Your Backyard Magazine.doc