



FOR IMMEDIATE RELEASE
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Wasaga Beach launching new tourism brand

Wasaga Beach – A new colourful and exciting tourism brand for the Town of Wasaga Beach received approval during council’s committee of the whole meeting Tuesday, April 16.

The new brand will help move forward the town’s tourism strategy during this term of council.

“This lively new look is about more than just a logo but also an expression of how visitors feel about Wasaga Beach,” Mayor Nina Bifulchi said.

The new logo communicates Wasaga Beach’s unique identity and it conveys the playfulness that so many people associate with our town.

The new tourism brand is a tool to promote the tourism industry, designed to help strengthen the town as a desirable destination.

The tourism-branding project is a joint-partnership between Regional Tourism Organization 7 (RTO7) and the Town of Wasaga Beach. A steering committee with representation from RTO7, the town, and the County of Simcoe oversaw the initiative.

RTO7, on behalf of the town, invited proposals for the development of a new brand in the early summer of 2018. The town selected world-renowned marketing agency Cundari to work on the project.

Consultation took place throughout the process and involved members of the public, council, town staff, RTO7, and the county.

“We look forward to rolling out the new brand in the months ahead,” Mayor Nina Bifulchi said. “I want to thank all our stakeholders who played a role in creating our new look. We greatly appreciate your contributions to this project.”

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For media requiring additional information, please contact:

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Our new look:

