



3 Taylor Road, Bracebridge, ON P1L 1S6
1-800-835-7303
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound
www.explorersedge.ca



NEWS RELEASE

For Immediate Distribution

Explorers' Edge to Pilot Satellite Office in Parry Sound

(Bracebridge...June 5, 2017)...Explorers' Edge will test the viability of running a permanent seasonal satellite office in Parry Sound to improve tourism stakeholder outreach announced Executive Director James Murphy today.

"The idea of having a greater sub-regional presence has been discussed by the RTO12 Board of Directors many times, and this is a first step towards determining if our regularly working in the greater Parry Sound area can improve communication and collaboration with stakeholders. We will have a staff member present in the office throughout the summer and fall to hopefully improve our performance there," said Murphy.

Explorers' Edge staff will take turns rotating in the office through the week to ensure someone from RTO12 is in Parry Sound for at least a few hours daily. Murphy says the Board of Directors has determined the office will not run in the winter months.

"If this program is successful this year, we will perhaps look at opportunities to do similar sub-regional outreach down the road in other parts of our catchment," said Murphy.

"On behalf of Council, I want to thank the Explorers' Edge Board of Directors and James Murphy, Executive Director, for their commitment to pilot an Explorers' Edge satellite office at the Town of Parry Sound Municipal Office. Explorers' Edge has been very helpful and supportive of the Town's strategic initiatives to promote tourism in our community," said Mayor Jamie McGarvey.

Office hours for the Explorers' Edge satellite office will not be regular due to the nature of how much travelling the RTO's staff already do, said Murphy, but staff will attempt to be in Parry Sound from Tuesday through Thursday from now until Thanksgiving.

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For more information contact:

James Murphy, Executive Director
Explorers' Edge james@explorersedge.ca