



October 16, 2025

FOR IMMEDIATE RELEASE

Visit The County Awards \$26,750 to Support Local Community Events

Prince Edward County, ON – Visit The County (VTC) is pleased to announce that it has awarded \$26,750 through its Community Partnership Fund to 15 local community events taking place across Prince Edward County between November 1st, 2025 and March 31st, 2026. Each project received funding ranging from \$750 to \$2,500. These events were selected for their potential to attract visitors, encourage overnight stays, and help extend the benefits of tourism beyond the peak summer season.

VTC's Community Partnership Fund supports local organizations and collectives in delivering events that boost economic activity, enhance community vibrancy, and encourage collaboration during the shoulder seasons. In addition to supporting established events, the fund also aims to foster the development of new and innovative experiences that can grow into future visitor draws and strengthen the County's year-round economy.

Recipients include:

Slake Snake Hill Combo | November 2, 2025

Cabaret the Musical: At The CAPE | November 6, 2025

Firelight Lantern Festival | November 7, 2025

The Maker's Hand | November 7, 2025

Comedy Country Festival @ The CAPE | November 11, 2025

Picton Night Market - Holiday Edition | November 15, 2025

Wassail | November 15, 2025

Picton Farmers' Market | Stone Soup / Harvest Market | November 15, 2025

PEC Swana Arts & Culture Festival | November 29, 2025

BIGLAKE Series and Events: The Canadian Children's Opera Company | December 7, 2025

Curling Bonspiel | January 24, 2026

Discover Prince Edward County's Built Heritage | February 10, 2026

Family Day Weekend Festival | February 16, 2026

Winterlude | March 1 to 10, 2026

Élevage Winter Wine Festival | March 14, 2026

"Our goal with the Community Partnership Fund is to strengthen The County's visitor economy while investing in the people and organizations who make it thrive," says Sarah Fox, Executive Director, Visit The County. "These events not only bring energy to the shoulder season for visitors and residents alike, but also demonstrate how tourism creates strong community connections while contributing to a sustainable, year-round local economy."

This is the second year that Visit The County has supported local events through the Community Partnership Fund. VTC has committed 5% of its annual budget toward this initiative, which is funded entirely by the Municipal Accommodations Tax (MAT), a 4% tax paid by visitors staying in roofed accommodations such as hotels, inns, and short-term rentals. No municipal tax dollars from residents are used for this program.

VTC is governed by a Board of Directors made up of County residents, business owners, and tourism industry experts who guide its strategic priorities and ensure alignment with community values. To measure the impact of its investments, Visit The County is also actively investing in data collection and analysis to better understand and report on the success of funded shoulder-season events.

Visit The County's mission is to enrich the quality of life in Prince Edward County through responsible and sustainable destination management and marketing. Tourism is a major industry in the County, contributing to local economic development, employment, and community wellbeing. VTC works closely with partners and residents to ensure tourism is managed responsibly, so it continues to benefit the community, preserve the region's character, and support a thriving four-season economy.

For more information, contact:

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