

County of Elgin, Ontario, Wins EDCO Marketing Award

Toronto - April 7, 2010

The [County of Elgin](#) received the *Product Development, Strategic Plans* award at the Ontario Economic Development Awards ceremony held during the [Economic Developers Council of Ontario](#) Conference in Toronto last month for its Tourism Development Strategy and Marketing Plan, created in conjunction with the City of St. Thomas.

The Tourism Development Strategy and Marketing Plan, and related brand and initiatives, were created by [Yfactor Inc.](#) and [Millier Dickinson Blais Inc.](#)

This is the second consecutive year that Elgin has been honoured by EDCO for accomplishments arising from the creation of its brand “Progressive By Nature.” In 2009 Elgin County won two awards for the brand and its attraction package under the categories of Branding and Publications.

To see more of Elgin County’s marketing strategy, visit www.progressivebynature.com.