



Media Release

April 17, 2020

Notice- Town Launches ExploreBlue.ca Website and Campaign

Through the leadership of the Community Recovery Task Force and with support of Council, the Town of The Blue Mountains is pleased to announce the launch of www.exploreblue.ca, a dedicated website to provide community information and to support local businesses during the COVID-19 crisis.

The website features a local business directory that highlights the businesses that are open and operating in the Town of The Blue Mountains. The directory contains links to the individual business websites and also outlines the hours of operation, and special instructions related to online ordering, curbside pickup and delivery.

In addition, the website also features video experiences of The Blue Mountains that members of the public can enjoy from the comfort and safety of home. The videos will inform, educate, entertain and build anticipation about The Town of The Blue Mountains until it is safe to experience all that the community has to offer in person.

Over the coming weeks, additional content will be added to the website, including community volunteer opportunities and information about how to access important community services.

“Exploreblue.ca is an exciting new platform that was designed to help support our local businesses and to engage and inform the public” explained, Mayor Alar Soever. “Through showcasing local businesses and by offering video content, the Town’s Community Recovery Task Force is working hard to ensure that our businesses survive, and the Town of The Blue Mountains maintains its strong and positive identity as a welcoming and friendly community. It is important to make clear that while we are not accepting visitors now, the community Town will be ready to welcome visitors back when it is safe to visit and explore again.”

To learn more, please visit www.exploreblue.ca

For more information, please contact:

Alar Soever

Mayor

(519) 599-3131 ext. 400