



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Ask Me program returns to offer mobile visitor information service along Barrie's waterfront

(Barrie, ON) – The City of Barrie, in partnership with Tourism Barrie and the Downtown Barrie BIA, is relaunching the Ask Me program which includes a mobile visitor information service that will benefit not only visitors to Barrie's waterfront, but also downtown businesses.

Stephannie Schlichter, Director of Economic & Creative Development at the City of Barrie, commented, "the partnership between the City, Tourism Barrie and the BIA continues to be strong. Each of us is committed to working together to make our beautiful city a destination. We are excited for the return of the Ask Me program and for visitors to meet Barrie."

Each Friday, Saturday and Sunday in July and August, Ask Me staff will be along the waterfront in a branded Ask Me golf cart answering commonly asked questions and encouraging visitors to extend their experience into downtown Barrie.

"The Ask Me program will provide tourism-related information and resources to visitors along the waterfront," said Kathleen Trainor, Executive Director of Tourism Barrie. "Staff can be found in the Ask Me golf cart along the waterfront from the Southshore Centre to Heritage Park."

Staff will have lanyards with QR codes that visitors can scan with their phones and be taken to a website where they can discover all the reasons why they should explore downtown Barrie during their visit including event information and more.

"Supporting local businesses strengthens our local economy," noted Craig Stevens, Executive Director of the Downtown Barrie BIA. "Downtown Barrie is full of one-of-a-kind businesses and award-winning restaurants that are ready to make each visit a memorable one."

The Ask Me program will continue throughout July and August.

For more information, please visit tourismbarrie.com/ask-me-explore.

– 30 –

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