



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Barrie ranked one of top 25 best small cities in Canada

(Barrie, ON) – The City of Barrie has made the list of top 25 best small cities in Canada. Resonance Consultancy ranked Barrie 17 out of 25 on their latest list of Canada's Best Small Cities. Resonance is a leading global advisor on placemaking, branding and marketing for the world's best cities, districts, developments and destinations.

"There's a reason more than 150,000 people choose to call Barrie home, and it appears the secret is out," said Mayor Alex Nuttall. "We live in a beautiful place and our proximity to Toronto and Muskoka provides us with amazing advantages. Barrie is primed for success, and I look forward to seeing us climb even higher on this list in the years to come."

Some of the reasons highlighted in the report that added to Barrie's ranking include:

- Being an hour from the Toronto and Muskoka
- Many parks and green spaces
- Lake Simcoe and beaches
- Award-winning public square (Meridian Place) that provides a link between the waterfront and the historic downtown core
- Many great restaurants (#2 ranked restaurants in the country among small cities)

The ranking evaluates each qualifying city across the six pillars of place equity: Place, Product, Programming, People, Prosperity, and Promotion. To see the full list, visit <https://www.bestcities.org/rankings/canadas-best-small-cities/>

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