



774-2026-116

April 9, 2026

To Northern Ontario Mayors:

Thank you for your continued cooperation and partnership in our shared mission to build and protect Northern Ontario. Your actions are more important now than ever. With the current economic and trade uncertainty, it's crucial that our province stands united to protect the people and economy in the North.

As the Minister of Northern Economic Development and Growth, I am deeply committed to promoting Northern Ontario. To that end, I am launching a creative social media campaign for summer 2026 to promote tourism across the region. This campaign will feature a variety of tourist destinations over the summer, aimed at encouraging people to explore and experience the beauty of the North.

As experts in your community, I would appreciate your top recommendations for a must-see destination, hidden gem or iconic attraction that we can feature in our campaign. Whether it's a stunning lookout, a renowned landmark or a local tourism business, your insights will be invaluable.

To showcase the beauty of your community, I kindly ask that you send us your best, highest-quality photos of the two to three attractions you would like us to highlight in our campaign. My ministry is looking for an image that captures its essence and invites others to experience it firsthand. By submitting photos, your organization confirms that it has the necessary rights or permissions for their use as described in this letter. If any submitted photos include identifiable individuals, a signed individual consent must be provided as attached. This requirement applies where a person's likeness is recognizable in the image. No further consent is required for landscape or attraction-only photos that do not include identifiable individuals.

Once we gather all the suggested sites, we will create a calendar of featured destinations. As your jurisdiction's day approaches, we will notify you so you can watch for and share the post.

Thank you again for your partnership. Together, we can showcase the incredible offerings of Northern Ontario and inspire visitors to explore our remarkable region.

For all your suggestions and photos, please email [bronwyn.gould@ontario.ca](mailto:bronwyn.gould@ontario.ca) or call 437-772-8629 if you have any questions. I look forward to a summer filled with record breaking tourism in Northern Ontario.

Sincerely,

The Honourable George Pirie  
Minister of Northern Economic Development and Growth

Attachment