



FOR IMMEDIATE RELEASE – January 27, 2010

## Global Cheese Day: “#cheesesunday” launched via Twitter by “Invest In Cheese”

PICTON, ON – Invest In Cheese is making sure Cheese has its’ own day in the twitterverse. Launched January 17<sup>th</sup> #cheesesunday was marked by a collaborative effort between @InvestInCheese and @CurdNerd (UK based).

Invest in Cheese (IIC) is an Eastern Ontario initiative seeking to attract investment in the growing artisan cheese industry. IIC is using a multi-layered social media strategy that includes blogging, Twitter, Facebook, Youtube and website to get the word “out there” and connect with cheese enthusiasts who may wish to turn their passion into a business.

For [more than a century](#), Eastern Ontario has been known for its cheesemaking and dairy farming. Combining already existing cheese facilities in the region with the emerging artisanal cheesemaking trend, gives Eastern Ontario the opportunity to become the premier cheesemaking region in Canada

With this in mind, four Counties in Eastern Ontario: Frontenac, Hastings, Lennox and Addington and Prince Edward, joined forces to take advantage of this high growth opportunity and work together to develop and attract artisan cheese makers and facilities to the region.

One of the first steps the four Counties undertook was to develop a marketing initiative to outline the business growth opportunities and encourage artisan cheese start up: [www.investincheese.ca](http://www.investincheese.ca) was launched to get the word out.

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For further information about Invest In Cheese please contact Dan Taylor, Economic Development Officer, Corporation of the County of Prince Edward at 613.471.0881 or [dtaylor@pecounty.on.ca](mailto:dtaylor@pecounty.on.ca)

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