



CANADIAN
CENTRE FOR
RURAL CREATIVITY



for immediate release
May 4, 2017

TEAM BLYTH BRINGS MESSAGE OF RURAL REVITALIZATION TO MOVERS AND SHAKERS ON PARLIAMENT HILL

Canadian Centre for Rural Creativity reaches out to MPs, Senators and media in Ottawa

OTTAWA - The team behind the innovative Canadian Centre for Rural Creativity, based in Blyth, took its message to the corridors of Parliament Hill May 4 and had the chance to interact with scores of MPs, Senators, cabinet ministers, government officials and journalists.

Scores of people packed into a reception room just down the hall from the House of Commons on Thursday evening for an event dubbed "A Taste of Rural," hosted by the centre and project partners Cowbell Brewing Co., the Blyth Centre for the Arts, the Guelph to Goderich Rail Trail and Regional Tourism Organization 4.

The delegation began its day meeting with T.J. Harvey (Tobique—Mactaquac), the recently-elected chair of the Liberal party's rural caucus and vice-chair Will Amos, MP for Pontiac in West Quebec. The delegation also held meetings with government officials and attended the daily Question Period in the House of Commons before the main event, the Taste of Rural reception on Parliament Hill.

T.J. Harvey helped to host the reception along with Kim Rudd, MP for Northumberland-Peterborough South and Harvey lauded the rural revitalization project in his remarks.

"It was really interesting to have the opportunity to interact with this group and to see the passion they bring to the table with this project," Harvey said. "What we're seeing with them and this project is something that is truly remarkable, the resurgence of a rural community

and how collective passions from different areas can come together with a common vision," Harvey said.

"It is really going to be amazing to see the impact it is going to have on their community," Harvey said. "What you're doing is something that we hopefully will be able to take and utilize in other rural communities across the country."

Among those to attend the reception were Canadian Heritage Minister Melanie Joly, Liberal House Leader and Minister of Small Business and Tourism Bardish Chagger, Treasury Board President Scott Brison and a number of other MPs, including Huron-Bruce MP Ben Lobb.

The rural project team's visit to Ottawa was reported on by *The Hill Times* newspaper, *Metro Ottawa* and CBC-Radio's afternoon show *All in a Day*.

(<http://www.cbc.ca/news/canada/ottawa/programs/allinaday/a-new-way-to-boost-rural-communities-1.4099907>)

"The Canadian Centre for Rural Creativity is a rural lab. We're looking at innovation, challenges that are facing rural communities and doing research and development that we can share with other rural communities across the country," said Peter Smith, head of the delegation and director of the Canadian Centre for Rural Creativity.

"It's a think tank, it's an arts and culture centre, there's a fashion artists and creative textile component to it as well. And we're trying to attract the younger demographic, which is one of the factors in rural communities."

Throughout the day the Blyth delegation spread its message about a unique rural revitalization project – the Canadian Centre for Rural Creativity - that is exploding in a village of 1005 people - a village that is fast becoming an example for rural community development across the country.

The Canadian Centre for Rural Creativity (CCRC) delegation included:

- Steven Sparling - CEO/President and Founder, from COWBELL BREWING CO.
- Pete Smith, Project Director and Karen Stewart, Director of Operations, from the CANADIAN CENTRE FOR RURAL CREATIVITY
- Gil Garratt, Artistic Director, from the award-winning national theatre company, the BLYTH FESTIVAL

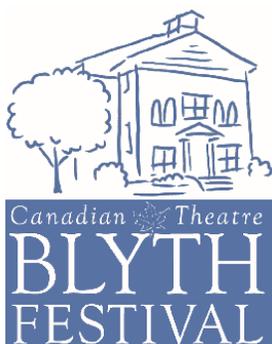
- Chris Lee, Director, GUELPH to GODERICH RAIL TRAIL (G2G)– 127 kms of accessible trail along the former CP line through some of the most beautiful and arresting rural landscape in Canada
- David Peacock – CEO of REGIONAL TOURISM ORGANIZATION 4 – North American award winner for Innovation 2016.
- Allan Thompson, journalism professor at Carleton University and the federal Liberal candidate in Huron-Bruce in the 2015 election, who is a member of the centre’s campaign cabinet and helped to organize the Ottawa events.

Dreams are Bigger in Blyth. The Canadian Centre for Rural Creativity is a rural arts, education and innovation hub created to drive social renewal and economic growth. The 111-acre Cowbell Farm is under construction as the dream to build a state of the art destination brewery, local farm-to-table restaurant and entertainment venue becomes a reality. Cowbell is the World's First Closed Loop Brewery and North America’s First Carbon Neutral Brewery and was chosen "Ontario's Favourite New Craft Brewery" in 2016.

The team from Blyth was excited to share their story with Canada’s rural leaders in Ottawa, setting themselves as just one example for rural prosperity.

For further information contact:

Karen Stewart (519-441-7629) Karen@blyth1419.ca



An initiative of the  Ontario
 Ministry of Tourism, Culture and Sport
 Regional Tourism Organization & Inc.
 HURON | PERTH | WATERLOO | WELLINGTON

