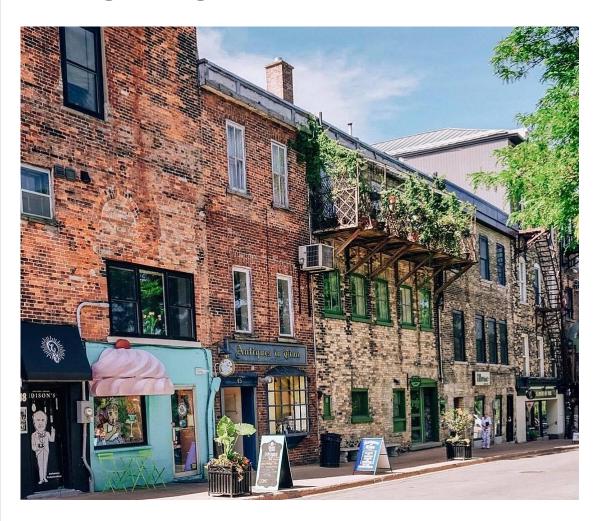**THE ARTS ARE WHAT WE ARE**

STRATFORD ARTS

Destination Stratford launches three additional audio tours as a result of growing interest and demand

For Immediate Release: May 6, 2021

(Stratford, ON) Destination Stratford continues to deliver innovative ways to bring Stratford into the homes of visitors across the globe, until it's safe to welcome them in person.

Amidst the current provincial Stay-at-Home orders, Destination Stratford has found unique storytelling opportunities to keep Stratford top-of-mind and in the hearts of visitors. First released in February, the tourism organization announced a new self-guided audio tour series, launching with three tours featuring some of Stratford's most popular and notorious buildings, personalities, hidden gems and rich history.

As a result of the tremendous success and growing interest, three additional tours have been added to the series that can be safely enjoyed from home, until they can be experienced again in person. More tours will be released this summer including a collaboration with the Stratford Festival featuring founder, Tom Patterson, as well as an exciting partnership with the Stratford Perth Museum to launch a much anticipated Justin Bieber themed tour.

"We are extremely pleased to see such a strong response from our new audio tours, reconfirming the tremendous interest and love visitors around the world have for Stratford" says Zac Gribble, Executive Director. " It remains imperative for Destination Stratford to think outside the box during these unprecedented times. These creative marketing initiatives allow our team to work collaboratively with local organizations and artists to build captivating content that can be enjoyed in-market by Stratford locals, and from afar. It's the perfect way to explore Stratford remotely, until in-person visitation is permitted."

The tours are easy to follow with interactive digital maps to guide you through each location. Each tour is unique and offers listeners an in-depth look into a variety of themes to learn more about the city they love. The three new tours include:

Stratford Gardens - Soak up the beauty of Stratford's Garden scene, featuring some of Stratford's most stunning gardens. From the gorgeous and wildly popular Shakespearean Gardens to the pristine and rich gardens on the grounds of the Stratford Festival, you'll discover more than just beauty when exploring on this one-of-a-kind tour. Created in partnership with Gardens of Stratford.

Public Art Walk - Calling all art lovers! Art and culture are the lifeblood of Stratford. Public art installations have sprung up throughout the city as early as 1897. Starting at Gallery Stratford, the artistic heart of the city, we invite you to explore twenty one points of interest as a sneak-peek into our cultural soul. Audio tour narrated by

the talented Stratford native Dayna Manning featuring music from her latest album, Morning Light.

Insta-Worthy Spots - Have you ever wondered where Stratford's most Insta-Worthy spots are located? Have no fear, we're here to tell you! Featuring 15 stops, your feed will be full of likes in no time! Stratford is so full of beautiful and interesting backdrops, perfect for your Instagram feed. Let our audio tour be your start to discover hidden gems in the city. Audio recordings by local musician Meredith Mae.

The self-guided audio tours are free, and can be easily accessed. Choose a theme, turn up your volume and let our audio clips deepen your discoveries. Click HERE to experience the tours for yourself. Don't forget to check back often as more new content is added for your enjoyment. Listen carefully, you might just recognize a few familiar voices.

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