

## Hamilton and Area Hikes: Loops and Lattes Book Launch

### FOR IMMEDIATE RELEASE

Hamilton Halton Brant Region, June 5, 2018 – Hiking just got more exciting in Hamilton and its surrounding area thanks to a new book. Join The Heart of Ontario, and authors Nicola Ross and Amy Darrell to officially launch the Hamilton and Area Hikes: Loops and Lattes book on Wednesday June 6th, 2018 in partnership with The Ancaster Mill.

Nicola Ross, the author of the Loops and Lattes book series, along with Amy Darrell are excited to reveal the newest book from the series, entitled **Hamilton and Area Hikes: Loops and Lattes**. The book showcases 34 loops that let you explore hiking trails throughout Hamilton and surrounding areas. There is something for everyone in this book with the loops ranging in lengths, difficulties and terrain. Each hike is accompanied by an intricate map, concise directions, engaging images, local information and suggestions about what to do after each specific hike.

Hamilton Halton Brant Regional Tourism Association, also known as The Heart of Ontario was able to partner with the authors of Hamilton and Area Hikes: Loops and Lattes to amplify our regional nature and outdoor assets. Nicola Ross has already written **Halton Hikes: Loops and Lattes** book which The Heart of Ontario plans to leverage as well to increase regional visitation by promoting more robust and diverse hiking experiences. To build on hiking activities, the book profiles businesses and community partners from various sectors: accommodations, cafes, restaurants, museums, outdoor operations and First Nations. The **Hamilton Hikes and Area: Loops and Lattes** include trail experiences found in Hamilton's surrounding area of the City of Brantford, County of Brant and Six Nations of the Grant River Territory to encourage repeat visitations and extended stays. The Heart of Ontario was also able to assist with information about the region and connect the authors with tourism partners which helped make this book possible.

"Once I discovered the Halton Hikes: Loops and Lattes book I knew partnering with Nicola to help bring the Hamilton and Area Hikes Loops and Lattes book to fruition was a great opportunity that will elevate the region's authentic and various hiking experiences which will help locals and tourists enjoy our region's Canadian landscapes". - Maria Fortunato, Executive Director of The Heart of Ontario.

Be the first to purchase your signed copy at the event! 10% of all book sales from the launch will be donated to the Bruce Trail Conservancy. The cover artist and Hamilton's very own Robert E. Ross will be in attendance as well.

Experience a taste of one of the hikes at the launch event as Nicola and Amy act as your guides as you make your way to one of Hamilton's many waterfalls.

The book is available for purchase for \$27.95 plus tax at [available retailers](#). If you are interested in selling the book at your business, please contact Amy Darrell at [amydarrell@gmail.com](mailto:amydarrell@gmail.com) or 416-419-9241.

Launch Event for: Hamilton and Area: Loops and Lattes

Wednesday, June 6<sup>th</sup>, 3:30pm – 6:30pm

The Ancaster Mill: 1812 Room

548 Old Dundas Road, Ancaster

On-site parking available

**Additional Information**

Launch officially opens to the public at 3:30pm

Book Signing and VIP Reception: 3:30pm to 4:15pm

Speaking begins at 4:15pm

Keynote Speaker at 4:45pm (Hamilton Hikes Author)

Experiential Hike: 5:45pm

**For more information, please contact:**

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