



July 7, 2019

To Whom It May Concern:

This letter is being written in support of an innovative and effective digital content marketing program developed by “**eh Canada Travel**” that promotes local community and surrounding rural tourism assets.

The program is a “first in Canada” and includes a dynamic “Living Website” and a “Community Blogging Program”. Both programs and sites are populated with 100% authentic content, generated by community stakeholders. (currently hosting 21 bloggers, 60 small businesses, community tourism groups, non-profits, and clubs to date.) Community stakeholders are provided with training and development tools to contribute daily authentic content to a blogsite and a real time “living community website”.

The support from visitors to the community as well as the reception from the local stakeholders that, Merritt and the Nicola Valley has received from this program has been incredible. It has been a change maker to our tourism marketing and a program every small and rural community needs.

It is because of this program and the combined effort from all sectors of the community that Merritt and Nicola Valley are experiencing a heightened level of community pride. Our small businesses and non-profits are experiencing exposure that they would not have been able to afford on their own.

I would recommend this program to every small rural community out there, struggling with affordable marketing for their community. This is a program every small rural community has been waiting for.

There are only positive things to say about this program. Greg and Colin Girard from “**eh Canada Travel**” are very skilled, extremely knowledgeable and have been very professional in every aspect of this project.

They have been a welcome positive influence on our community and have been committed to our community’s success.

This is a not a to good to be true program. I would be happy to talk to you further about this program and answer any questions you may have.

Melvina White

A handwritten signature in cursive script that reads "Melvina White".

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