

January 6, 2021  
For immediate release

## **Public Workshops Scheduled For Grasse River Blueway Marketing Plan Everyone is invited to bring ideas, inspirations**

Public workshops have been scheduled for a Grasse River Blueway Marketing Plan.

The Town of Canton is leading a cooperative effort among towns, villages, and hamlets from the Town of Russell to the Town of Massena to develop the marketing plan for the Grasse River Blueway. The marketing plan will help attract residents and visitors to the Grasse River corridor for sustainable tourism and recreation that strikes a balance between economic development and preservation of the corridor's open spaces and natural resources.

Public engagement is a crucial element of the process to ensure residents and stakeholders are aware of the planning process and that everyone has ample opportunity to weigh in. The workshops have been scheduled as follows:

**Thursday, January 21**

**3:30 p.m. AND 6:00 p.m.**

The workshops will be held virtually on the Zoom platform. The content of each is identical, so participants need not plan on attending both, although they are welcome to do so. Everyone planning on attending either meeting must register in advance. Registrations are accepted by email to Eve Holberg at [eholberg@jklstudio.com](mailto:eholberg@jklstudio.com). Zoom meeting login information will be distributed to registrants via email before the meetings.

Responses are still welcome for the Grasse River Blueway Marketing Plan survey. The survey asks how people think the corridor should be promoted. Respondents can also submit their "hidden gems" of the Grasse River, special places and areas that can help promote the Blueway.

The Grasse River Marketing Plan survey is available through this link:  
<https://www.surveymonkey.com/r/GrasseRiverBlueway>

The meetings and surveys are open to everyone who cares about the future of the Grasse River. Everyone is urged to participate.

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*For more information, contact Leigh Rodriguez, Village and Town of Canton Director of Economic Development by phone at (315) 386-2871 x5 and email at [lrodriguez@cantonny.gov](mailto:lrodriguez@cantonny.gov).*

This document was prepared for the Town of Canton and the New York State Department of State with state funds provided through provided under Title 11 of the Environmental Protection Act.