

Presented to

THOUSAND ISLANDS

July-August Reporting
September 18, 2024



MADDEN
CONNECT PEOPLE TO PLACES



THE STUFF WE'RE TALKING ABOUT

Media Monitoring

Press Conversations

Leads/Pitches

Press Trips

MADDEN ASSISTS



MSN

[Uncover the Secret World of Thousand Islands Wineries](#)

Readership: 150,745,675 Shares: 29

Le Journal de Québec (Print)

[1000 Islands: Le Feerique Boldt Castle](#)

Audience: 137,739

AARP

[Beat the Heat With 10 North American 'Coolcation' Destinations](#)

Readership: 15,217,631 Shares: 416

Hotel Scoop

[1000 Islands Harbor Hotel: For water lovers and boating fans](#)

Readership: 6,829



Uncover the Secret World of Thousand Islands Wineries

©Walking in the vineyards at Grindstone Islands Winery Photo credit: Miles with McConkey

Between New York and Canada, the St. Lawrence River harbors a magical place that has somehow remained a secret from the general population. With 1,864 islands, the aptly named Thousand Islands offers a peaceful retreat with jaw-dropping beauty.

What is even more of a mystery is how the northern region manages to produce delicious wines. Thousand Islands may not be as popular a wine region as the Finger Lakes, but its vineyards have been quietly creating excellent wines from cold-hardy grapes.

[Visit 1000 Islands](#) and [I Love NY](#) recently invited Julie and me to explore the region. It has been on our radar for some time, so we were excited to finally set foot in the area. During our visit, we had the opportunity to go to three Thousand Islands wineries. Although each is unique, all three wineries delivered a rewarding experience with fantastic wines. Do yourself a favor and add Thousand Islands to your bucket list. Be sure to include these wineries as part of your

MEDIA MONITORING

Media Outlet	Article	Readership	Shares
ADDICTED	Summer in Ontario: Some of the Best Places to Visit	2,306	1
Narcity	This quaint harbour village is a road trip from Toronto and it's brimming with summer charm	1,231,334	13
Narcity	5 short but sweet ferry rides near Ottawa that are perfect for summer adventures	1,231,334	10
Curiosity	Wolfe Island is the largest of Ontario's Thousand Islands	727,156	3

*Not a result of Madden work

LEADS & PITCHES

- **TravelPulse**
 - Where to Travel in August
 - August Events
 - Budget-Friendly Hotel Gems
 - Small Towns for Fall
- **AARP's The Girlfriend** - US Islands to Explore
- **TimeOut** - Exceptional Lighthouses
- **Jeryl Brunner (Forbes)** - Waterfront Locales in the US



RECENT PRESS TRIPS

- [Jennifer Merrick](#)
 - Jennifer is based in Toronto and writes for BOLD Traveller, Long Weekends Magazine and Modern Mississauga.
 - Visited **August 6 - 9** and traveled with her daughter
 - Currently working on some stories: she has access to the image library



CURRENT/UPCOMING PRESS TRIPS

- [Jim Bamboulis](#)

- Based in Toronto, Jim writes for BOLD Traveler, Zoomer and NUVO Magazine
- Visiting **September 17 - 20** and will be traveling with his wife
- Interested in culinary, cultural and outdoor activities



- [Matthew Bailey](#)

- Blogger/content creator for [Must Do Canada](#), which a Canadian destination-focused blog, along with the largest travel newsletter in Canada
- Looking into a possible **October** visit
- Direct result from TMAC



NEXT FISCAL PRESS TRIPS

- [Vanessa Chiasson](#)
 - Based in Ottawa, Vanessa writes for Cottage Life Magazine, a Canadian publication focusing on lifestyle and travel
 - Vanessa also freelances for Thrillist and TravelAwaits
 - Visiting **May 17 - 19, 2025**
 - Interested in culinary (and the 1000 Islands Agricultural Tour), beverage, sustainability
 - Direct result from TMAC



WHAT'S NEXT

- Focused pitching
- Press trip invites
 - Booking for 2025
- Newsletter #3: Proof & Send

