



Media Release

For Immediate Release
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Discover South Dundas this summer App offers new way to see the sites

Tourists and locals alike will have an engaging and fun new way to experience South Dundas this summer. A new app, called "South Dundas Tourism Pursuit," features 19 local sites across South Dundas. By visiting these sites and scanning the posted QR Code, users can collect badges, unlock games, and win prizes. The app, launched on June 23, 2021 at the StoneCrop Acres Winery and Vineyard, is available for both Android and Apple users.

The app was created in a partnership between St. Lawrence College (SLC) and the Municipality of South Dundas, after South Dundas Economic Development Officer, Rob Hunter began exploring collaboration options with SLC Game Programming professor James Dupuis, who saw the potential right away.

"I saw this as a great opportunity for the students to get experiential learning, kind of like working in the real world," Dupuis said. "This gave them a real-life client to work with, which is a great experience they can add to their resumes. The students have worked very hard, and I'm impressed with the outcome and really proud of what they've accomplished."

Glenn Vollebregt, SLC President and CEO, says that giving students the experience of working in this way is what SLC is all about.

"The hallmark of our programs is experiential learning, which means our graduates are career ready. This partnership and app also speaks to SLC's reputation in the community, and we look forward to building on this relationship to innovate and create for the benefit of everyone," Vollebregt added.

For Donnie Bowes, Artistic Director of the Upper Canada Playhouse and Tourism Committee member, being a location on the app will help drive audiences to the theatre once COVID-19 restrictions lift. "It's a wonderful opportunity to showcase the theatre and help people discover what we offer, and our line-up for the fall."

The South Dundas Tourism Committee is particularly excited to get the app launched and running in time for the easing of restrictions.

“As we start to come out of these lockdowns and restrictions this summer, we’re all looking for things to do that are safe and enjoyable. What better way than to explore a beautiful area like South Dundas?” said Mayor Steven Byvelds. “The Committee has worked to cover all corners of the community to make something that is truly a South Dundas tourism experience. We look forward to working with SLC in the future and are thrilled with the result of this partnership.”

Quick Facts

- The South Dundas Tourism Committee is made up of six members and aims to increase tourism across the local and provincial markets.
 - Nine students from the St. Lawrence College Game Programming course contributed to the Tourism Pursuit App under the guidance of professor, James Dupuis.
 - From the whiteboard to the launch, the App has been a 10-month project and is an example of one of the many collaborations between St. Lawrence College and its community partners.
 - The App is available on Android and iPhone at Google Play or the App Store.
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About

St. Lawrence College is an integral part of the economic life and social fabric of Eastern Ontario, with campuses in Kingston, Brockville, and Cornwall. St. Lawrence College consistently ranks as one of Ontario’s leading community colleges, preparing students for the global economy with relevant, practical, and experiential learning opportunities. Offering over 100 full-time programs, St. Lawrence College is a close-knit community of 10,000 full-time students and more than 100,000 alumni.

The Municipality of South Dundas is located in the heart of Eastern Ontario along the vibrant St. Lawrence River. With a growing population of over 10,500 residents, South Dundas appeals to young families, professionals and retirees alike. Nestled with the charming backdrop of prime agricultural land and the bustling river, South Dundas has a booming local economy for small businesses, commercial spaces and tourism attractions.

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