

Hello Everyone,

National Geographic has once again recognized Muskoka as a special place.

Keith Bellows, Editor In Chief, National Geographic Traveler (NGT) and Vice-President of the National Geographic Society has included Muskoka in his recently released book “**100 Places That Can Change Your Child’s Life**”. This book lists life changing vacation destinations from around the world that parents can share with their kids.

Muskoka is one of only six places listed in Canada and the only one in Ontario.

<http://shop.nationalgeographic.com/ngs/product/books/travel-and-adventure/travel-best-sellers/100-places-that-can-change-your-child's-life>

Here is an excerpt [http://books.google.ca/books?id=wpnw-0pLK5YC&pg=PT178&lpg=PT178&dq=100+places+that+will+change+your+child's+life+muskoka&source=bl&ots=KD7acuNmW5&sig=EBMB5K2\\_4\\_xOtk5c0X-Rw1looc8&hl=en&sa=X&ei=K6UKUaXMKMa10AGv8IGQDw&ved=0CD0Q6AEwAg](http://books.google.ca/books?id=wpnw-0pLK5YC&pg=PT178&lpg=PT178&dq=100+places+that+will+change+your+child's+life+muskoka&source=bl&ots=KD7acuNmW5&sig=EBMB5K2_4_xOtk5c0X-Rw1looc8&hl=en&sa=X&ei=K6UKUaXMKMa10AGv8IGQDw&ved=0CD0Q6AEwAg)

This most recent recognition is in addition to other accolades that Muskoka has received from NGT:

# 1 of the 10 Best Summer Trips - 2011

<http://travel.nationalgeographic.com/travel/best-trips-summer-2011-photos/>

One of the Top 20 Must See World Destinations - 2012

[http://travel.nationalgeographic.com/travel/best-trips-2012/#/botw-main-gallery-muskoka\\_41329\\_600x450.jpg](http://travel.nationalgeographic.com/travel/best-trips-2012/#/botw-main-gallery-muskoka_41329_600x450.jpg)

Each of these editorial decisions are independent from the relationship Muskoka Tourism had with National Geographic Traveler. MTMA ran a series of print and digital ads with NGT that generated over 17 million impressions; in partnership with members, we coordinated a visit from NGT’s official blogger; and MTMA has responded to thousands of reader requests for more information about Muskoka.

Regards,

Michael Lawley  
Executive Director  
Muskoka Tourism  
1-800-267-9700  
705-689-9118  
e-mail: [mlawley@muskokatourism.ca](mailto:mlawley@muskokatourism.ca)  
[www.discovermuskoka.ca](http://www.discovermuskoka.ca)

