



PRESS RELEASE

For immediate release

Launch of *The Accessible Road 2009*

The first tourist map created specifically with the needs of persons with restricted physical abilities in mind

Montréal, June 16, 2009 — Aware of the need to promote accessible tourism and culture in a sustainable manner, Kéroul has launched an English version of its new geographic map, *The Accessible Road*. This invaluable tool for planning travel and getaways in Québec is “focused on accessibility” and offers up a whole network of “tourist sites featuring infrastructures that are adapted to persons with limited physical ability.”

The Accessible Road 2009, the first in a unique collection of three themes tourist maps is available in paper format free of charge, and will soon be online. This year's themes are *History and Civilization* and *Québec's Animal Parks*. The 2009 edition highlights 111 partners with adapted infrastructures located in 9 regions of Québec: Abitibi-Témiscamingue, the Eastern Townships, Chaudière-Appalaches, Laval, Montérégie, Montréal, Outaouais, Québec City, and Saguenay-Lac-Saint-Jean. With each passing year, the maps will broaden to include more regions and different themes.

“Among other things, *The Accessible Road* presents tourist and cultural sites that are adapted, safe and universally accessible: hotels, restaurants, theme parks, heritage sites, museums, arts centres, tourist information centres, and of course, the great outdoors! You'll discover no less than 650 Kéroul *Service complice*, welcoming ways-certified individuals who will serve you with quality and style,” says André Leclerc, Kéroul's CEO and founder of the 30-year-old organization. Sensible and interactive, the online version of *The Accessible Road* will let users optimize their travel plans, whether they seek vacation ideas, must-see attractions, unforgettable escapes, stimulating tours or blockbuster shows. You can pack your bags and rest easy; make the most of these accessible, hassle-free sites. *The Accessible Road 2009* will soon be available online at www.theaccessibleroad.com. For a paper version of the map, contact Michèle Côté at 514 252-3104 or infos@keroul.qc.ca.

Kéroul would like to thank its partners for their support in producing *The Accessible Road*: Aéroports de Montréal, Centre de réadaptation Lucie-Bruneau, Loto-Québec, Office du Tourisme du Québec, Tourisme Abitibi-Témiscamingue, Tourisme Chaudière-Appalaches, Tourisme Laval, Tourisme Montréal, Tourisme Outaouais and Tourisme Saguenay-Lac-Saint-Jean.

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Sources:

Claudette Vachon
Communications Coordinator
cvachon@keroul.qc.ca
514 252-3104

Monique Bouchard
Tourism Consultant
The Accessible Road
mbouchard@keroul.qc.ca
514 252-3104

Kéroul is a non-profit organization whose mission is to make tourism and culture accessible to persons with restricted physical abilities. As a key consultant for the Ministère du Tourisme regarding accessibility, Kéroul sets out to inform, represent, develop and promote accessible tourism and culture.