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<http://uncorkontario.com> for dates, times, screenshots and background information

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WINE ENTHUSIASTS NO LONGER HAVE AN EXCUSE FOR BEING LOST IN WINE COUNTRY

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App creator Shawn McCormick said it was either build a mapping app or consult a divorce attorney after spending a weekend lost in Ontario's wine country. And according to Answers.com, everybody gets lost while driving "once in a while". With many small and/or new Ontario wineries not being listed on any of the regional maps, and many being in very rural areas, these problems are exacerbated.

Working with app developer Nathan Stehr, they designed and implemented an iPhone/iPod/iPad application listing every winery in the province. Integrating step-by-step driving directions, hours, and full contact information (Phone, Website, Facebook, Twitter and Email accounts) to make it easy to contact the winery and join ongoing conversations. An integrated photo gallery allows you to view the location and setting before deciding to visit. The application is designed to allow new wineries to be added easily without the need for an application upgrade. Ontario's biggest wine supporters have provided their picks for wine routes and these will be continually updated to add new and interesting twists.

By listing wineries by "Nearest To Me" first, it is hoped that many Ontario residents will figure out that there are wineries in many parts of the province that they might not have known about. "Encouraging the people of Ontario to support the local wine industry is one of the underlying goals of this project" said Shawn McCormick.

The app is being given away for free and all wineries were listed without a charge. Newer wineries that find the larger industry maps to be cost prohibitive have been especially supportive: "What Uncork Ontario has done is invaluable to many of the newer wineries" says Sherry Martin, Director of Marketing for Karlo Estates in Prince Edward County.