

“Growing up in Perth County, I didn’t always see myself staying here. It wasn’t until I left Listowel to attend university in a large city that I realized how special small town life really is.”



Sense of Belonging



ASHLEY

*Tourism Officer, Perth County
Listowel | North Perth*



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Ashley was born and raised in rural Perth County, and has grown to realize how special small towns are.

After leaving her hometown to pursue a post-secondary education, she knew she wanted to return. “I immediately missed the strong sense of community and all of the perks that come with it. Through both tragedy and times of celebration, I have seen my community unite together. This sense of belonging wasn’t something I wanted to give up.”

“Beyond the close-knit community, I chose to build a life in Perth County because it simply made financial sense. Everything from houses to groceries is more affordable in a small town. You can get an entire house for the price of a studio apartment in a city, and there’s plenty of budget friendly options for entertainment and fun.”

Ashley chose to start a life in Listowel and couldn’t be happier that she did. “Making the decision to move back home after university opened up so many doors for me. I found a job in my field where I have the chance to shine and get to belong to a community that is caring and supportive. Even though the community is small, building a life in Perth County offers an abundance of great opportunities not possible anywhere else.” ■