

Celebrating Grey County, the GREYT-est County in the Country!

From Greek Town to Grey County, GREYT™ Stuff Makes its Mark



Ontario, Owen Sound, Apr 20, 2021 (IssueWire.com) - GREYT™ Stuff celebrates the GREYT outdoors and the GREYT people of Grey County with a new home-grown brand – **GREYT™ Stuff** - Hoodies, Tee's, and totally awesome Toques at GREYTStuff.ca.

From GREYT Minds

From Greek Town to Grey County, former Torontonians purpose marketing guru, Sarah Saso and her award-winning landscape painter and interior designer husband, Lonny Doherty - found themselves searching for their next great, collaborative adventure. And after looking at (a mere) 52 places, they finally settled on a 50 acre densely forested, charming farm in Williamsford, Grey County, Ontario.

According to Doherty, *"We wanted a place to make our creative mark. I needed space to create art and build my design business while Sarah needed a tranquil environment to run her cause marketing consulting business. We had a long list of must-haves... We weren't just looking for a good place to live. We were searching for a great place to be!"*

After finding the perfect location, and establishing themselves, they set a laser focus on building an all-encompassing brand, which for Saso-Doherty turned out to be GREYT™ Stuff.

Introducing GREYT™ Stuff

"Moving from the big city to Grey County allowed us to embrace the nature-inspired lifestyle we were craving. Since moving in 2019, we have enjoyed a variety of outdoor activities like hiking, kayaking, camping, skiing, and snowshoeing. Grey County has fantastic food and culture, amazing cideries and wineries, landscapes, waterfalls, the most exceptional fall colours, and the greatest sunsets to be found anywhere in Canada."

GREYT™ Stuff has started as a clothing line but will be expanded over time to celebrate everything Grey County has to offer its residents and visitors - the GREYT outdoors, GREYT people, and GREYT businesses. And that's the core of this new, exciting, and original brand. Supporting all things local with a unique, authentic, earthy, purposeful concept – the landscape, and the people of this GREYT county.

Saso says *"let's face it – this stuff is great... ah-hem GREYT. And as purpose-driven brand builders, we both see giving back to the community, as equally important to us"* to this end, a portion of each GREYT Stuff sale, will be reinvested back into the Grey County community. This first round of giving back will go towards the *United Way Bruce Grey Hope for our Kids Fund* (supporting vulnerable children with essential and emergency needs) ...Because getting is good - but giving back (with each sale) is GREYT!

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Source : GREYTstuff.ca

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