



## Media Release

### For Immediate Release

## Preparations for 41<sup>st</sup> Annual Canal Days Marine Heritage Festival Underway

**Port Colborne, ON (March 11, 2019)** – The City prepares year round to deliver one of the Top 100 Festivals in Ontario, returning August 2-5, 2019.

Ontario Festivals & Events (<https://www.festivalsandeventsontario.ca/>) recently named their 2019 Top 100 events and Canal Days Marine Heritage Festival made the list, again!

At the helm of planning for the 41<sup>st</sup> Annual event is the Canal Days Committee, recently restructured with the new term of council. The Committee is comprised of Mayor Bill Steele, Councillors Kalailieff, Beauregard and Bodner, along with event staff.

“As our signature event looks towards a new decade we hope to build on our success” said Mayor Bill Steele. “But, to continue success change is a requirement and this new committee will be actively looking at ways to make impactful changes that will benefit both residents of Port Colborne and Canal Days visitors”.

After a successful concert series in H.H. Knoll Lakeview Park in 2018 that saw 18,000 visitors pass through its gates, the venue has become the new home for entertainment moving into 2019. Entertainment is being finalized and concert goers can expect an announcement in early June.

Celebrating our Marine Heritage, the Empire Sandy, E.M. Cotter and HMCS Oriole will be returning to Port Colborne, anchoring along the west side of the Canal wall. Looking to book your cruise tickets on the Empire Sandy? They are now available! Call the Roselawn Centre Box Office at 905-834-7472 or visit at 296 Fielden Avenue, Port Colborne.

Vendor applications for food, retail, artisans, and community groups are now available and applications are online at [www.canaldays.ca/page/vendors](http://www.canaldays.ca/page/vendors). Applications are accepted until Friday, March 29, 2019.

The City has already submitted its application for Celebrate Ontario and are patiently waiting to hear if successful to pursue some new and exciting features!

The City successfully received the 2018 Celebrate Ontario grant, which allowed staff to conduct a Comprehensive Attendee Profile (CAP) Evaluation. This CAP aims to assess demographic characteristics, event experience, and travel behaviours of visitors that attended the 40<sup>th</sup> annual event to assist staff in planning for the event moving forward. To download the comprehensive report, visit [www.canaldays.ca](http://www.canaldays.ca).

Interested in volunteering with the event? We have already started recruiting! Email [volunteers@portcolborne.ca](mailto:volunteers@portcolborne.ca) or complete an application online at: [www.canaldays.ca/page/volunteers](http://www.canaldays.ca/page/volunteers).

Sponsorship is one of the top priorities for the Festival and a Sponsorship Support Team has been created by the City, comprised of staff. This team is actively approaching previous sponsors to secure their continued support, and reaching out to potential new partners for their consideration of available opportunities. The Canal Days Sponsorship Package can be found at:

[www.canaldays.ca/page/sponsors](http://www.canaldays.ca/page/sponsors) . To contact the 2019 Canal Days Sponsor Support Team, call 905-835-2900 ext. 534 or email [communitypartnership@portcolborne.ca](mailto:communitypartnership@portcolborne.ca).

### **About Canal Days Marine Heritage Festival**

Since 1979 vessels gather in Port Colborne each Civic holiday weekend, for a four-day celebration of history and heritage along the canal. The Canal Days Marine Heritage Festival encompasses the entire community, with activities at a dozen different venues. Each year more than 300,000 people visit the festival over four days. Friends, families, and former residents return and reminisce, and Canal Days continues to grow by bounds. An ever-changing roster of activities has redefined Canal Days repeatedly, and as the festival moves into its fourth decade, that growth will continue as the festival blooms again. A source of great community pride, Canal Days is Port Colborne's signature event, and it is the hundreds of local volunteers who work tirelessly that make this unique event Niagara's premier summer festival. The Canal Days Marine Heritage Festival, Port Colborne: August 2 - 5, 2019.

### **About City of Port Colborne**

Located on the south coast of the scenic Niagara region, Niagara's Port of Call has found the perfect balance – successful industrial and commercial sectors, comfortable and scenic residential areas, white sand beaches, unique culinary choices, the world class Sugarloaf Marina, fishing, golfing, trails, shopping districts along the historic Welland Canal and an energized festival and entertainment scene that includes live theatre – truly a community that adds to the overall Niagara Experience.

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### **For more information, please contact:**

Michelle Cuthbert

Corporate Communications Officer

City of Port Colborne

905-835-2900 ext. 307

[michellecuthbert@portcolborne.ca](mailto:michellecuthbert@portcolborne.ca)