

Media Release

For Immediate Release

Preparations for Canal Days Marine Heritage Festival 40th Anniversary Underway

Port Colborne, Ont. (January 23, 2018) – Early preparations for the 40th Anniversary of the Canal Days Marine Heritage Festival do not end at creating a new logo! The City prepares year round to deliver one of the Top 100 Festivals in Ontario, happening August 3-6, 2018.

Celebrating our Marine Heritage, the Empire Sandy, the US Brig Niagara and the E.M. Cotter Fire Boat will return to Port Colborne, anchoring along the Canal Wall. Looking to book your cruise tickets on the Empire Sandy? They will be available starting February 5, 2018. Call the Roselawn Centre Box Office at 905-834-7472 or visit at 296 Fielden Avenue, Port Colborne. Toonie (\$2.00) Tours will be offered aboard the US Brig Niagara during the festival.

As for entertainment, one of Canada's Top Bands has been secured for Saturday, August 4, 2018 to help us celebrate our 40th Anniversary. Stay tuned for the full entertainment-listing announcement!

The Port Colborne Historical & Marine Museum has secured Kindred (Saturday, August 4) and Finnegan's Wake (Sunday, August 5) to entertain museum goers during the festival. More details to come!

Interested in volunteering with the event? Email volunteers@portcolborne.ca or complete an application online at: <http://portcolborne.ca/page/volunteers>.

Looking to help with the planning? The Canal Days Committee is seeking new members! To learn more about the Canal Days Committee, visit: http://portcolborne.ca/page/committee_canal_days
To apply to become a member of the Canal Days Committee, visit <http://portcolborne.ca/page/committees> to access the application form and information. Applications are due by February 16, 2018.

Sponsorship is one of the top priorities for the Festival and a Sponsorship Support Team has been created by the City, comprised of staff and industry professionals. In addition to the already announced Title Sponsor, Vale, 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 support we have had from our community partners in the past has been integral to our success and we encourage continued support to ensure Canal Days remains the Signature event of the summer," commented Mayor John Maloney. "We are excited to welcome industry leaders Lyn Royce and Cooper R. Smith to our team to assist and we are all looking forward to welcoming community supporters aboard our ship to celebrate the 40th Anniversary".

The Canal Days Sponsorship Package can be found at: <http://portcolborne.ca/page/sponsors>

To contact the 2018 Canal Days Sponsor Support Team, call 905-348-4276 or email communitypartnership@portcolborne.ca.

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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.

For more information, please contact:

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