



HARMONY MARKETING SECURES OVER \$1 MILLION OF DONATED MARKETING FOR THE REDPATH TORONTO WATERFRONT FESTIVAL 2010

**-- In addition to title sponsor Redpath, Festival also confirms significant corporate sponsors --
-- Festival welcomes the Great Lakes United TALL SHIPS CHALLENGE® --**

TORONTO, ON June 24, 2010 – Harmony Marketing is extremely pleased to announce that they have been able to secure over \$1 million in donated marketing (including media and promotions) for the Redpath Toronto Waterfront Festival 2010. This Festival will take place next week over Canada Day weekend from June 30th to July 4th and will feature the Great Lakes United TALL SHIPS CHALLENGE®.

Toronto is the first and only Canadian port of call for the Tall Ships race that will attract millions of tourists throughout the Great Lakes region. Over the 5 day Festival, 15 international and local ships will participate, a fleet not seen here since 1994. The Festival will enhance the Toronto lakeside experience by delivering a premiere event that will also provide environmental educational programming through its interactive Green Village, as well as cultural entertainment through unique "TALL SHIP" experiences.

“We’ve calculated that the donated marketing & promotion for the festival is now valued at over \$1 million,” said **Lea Parrell, President of Harmony Marketing**. “For a first time event this is unheard of in the sponsorship industry. Part of the media campaign was to draw tourists from the upper US/New York State as well as throughout Ontario, with an emphasis on the Ottawa area. Corporate Canada has also been very enthusiastic and supportive of this unique festival.”

Media partners include CTV & A Channel (Ottawa & Toronto), Toronto Star, CHFI 98.1, NOW Magazine, 5 radio stations and several TV stations in Western New York including WUTV Fox29 and PBS WNED Buffalo.

“The Toronto Star is pleased to be associated with the *Tall Ships Parade of Sail*,” said **Bob Hepburn, Director of Corporate Relations, Toronto Star**. “We feel that it, along with the other events of the Redpath Toronto Waterfront Festival, is one of the most unique experiences for families to enjoy this summer in the Greater Toronto Area.”

Harmony Marketing has also secured the following corporate partners for the Redpath Toronto Waterfront Festival: Desjardins Group, Mazda, Gourmet Cuisine, Porter Airlines, Queens Quay Terminal, Tilley Endurables, Toronto Port Authority, Amsterdam Brewing, Vincor as well as a unique partnership with Ontario Place for the Grande Finale “Parade of Sail”.

"Being an iconic Toronto waterfront destination, a partnership with the Redpath Toronto Waterfront Festival was a natural fit and we are excited to be an integral part of the 2010 Tall Ships Parade of Sail," said **Terry Caddo, Ontario Place Director, Marketing, Communications and Sales**

In addition to securing corporate and media partners, Harmony Marketing was also responsible for all government funding and was successful in securing grants from Tourism Toronto, Ontario Tourism Marketing Partnership, Ontario Cultural Attractions Fund, and Celebrate Canada.

The Redpath Toronto Waterfront Festival is being produced by Krista Slack + Aylett Inc. and will have a strong environmental focus due to the partnership between Great Lakes United and TALL SHIPS CHALLENGE®. Great Lakes United is an environmental organization set to launch a Conservation Initiative that will re-define issues surrounding water consciousness in the Great Lakes region.

Krista Slack, Producer/Strategic Designer, KS+A explains, "It was determined that bringing TALL SHIPS back to Toronto would meet all of the criteria for a successful initiative; large consumer interest both local and tourist, programming that activates and promotes the prime asset of the neighbourhood – the waterfront, and opportunities that deliver in the social context – youth sail-training and the environmental message. The event marketing campaign clearly supports the objectives of the waterfront revitalization project overall. This festival uniquely activates the waterfront by programming at the dock with historic ships while it also positions Toronto as an international waterfront destination – an important outcome to our Tourism Toronto Partners."

HARMONY MARKETING:

Harmony Marketing is a full service marketing company that focuses on creating and implementing Marketing & Strategic Development Plans, Corporate & Media Partnerships, Government Relations, Events and Television Broadcasts. Providing specialized services to both the for-profit and not-for-profit sectors, Harmony Marketing assists companies in reaching their tactical goals, from a pure marketing point of view and in keeping with the client's overall Strategic Vision.

KRISTA SLACK + AYLETT INC.:

KS+A is one of Canada's premier event marketing and production companies, with 20 years of experience and a reputation for creating outstanding customized events or brand installations. A full service event marketing company KS+A offers expertise in strategic development, design and production, bringing its clients innovative, trend-savvy ideas delivered with technical and logistical know-how. KS+A's integrated marketing services include strategic planning, marketing communications, copywriting and multimedia production.

THE WATERFRONT BIA

Toronto's urban Waterfront is a stone's throw from the downtown and financial core. Our many recreational and cultural activities add to the allure of this unique neighbourhood. Lake Ontario and the Toronto Islands form a spectacular backdrop to our beautiful Waterfront promenade, its hotels, shops, services, restaurants, parks and gardens. *Living, working, shopping, dining. It's better by the water.*