



## **Celebrate Ontario Funding helps Redpath Waterfront Festival enhance programming and increase tourism**

**Toronto, April 14, 2015.** Thanks to a \$225,000 grant from the Ontario government's Celebrate Ontario program, the **Redpath Waterfront Festival (RWF)** will continue to promote Toronto as a premier waterfront destination through its 2015 programming, with a new element called DANCE Pan American Style. RWF activities will enliven the waterfront creating a welcoming place for Torontonians and visitors alike to celebrate the launch of the summer season with family and friends.

"Ontario is home to so many special festivals and events and I'm proud that our government has committed to investing in a record number of them, including the Redpath Waterfront Festival, through our 2015 Celebrate Ontario program," said Michael Coteau, Minister of Tourism, Culture and Sport. "Our government recognizes that festivals and events help attract visitors, create jobs and grow our economy. We wish the Redpath Waterfront Festival great success this year as it helps to showcase Toronto's revitalized waterfront."

The grant funds will go a long way to ensuring a dynamic program that celebrates Toronto's newly revitalized waterfront boulevard, June 19-21, along with an Opening Show and Party on the Promenade (POP). Visitors and residents can enjoy two kilometers of celebration including pop-up entertainment pods of live music and arts in motion; professional buskers on Queens Quay from Bay Street to Spadina Avenue and a Waterfront Artisan Market. In addition, returning programs include DockDogs Championships, Toronto Wine & Spirit Festival and the Sweetness Pride Beach Party. DANCE Pan American Style will have people moving to the beat in HTO Park with All Things Swing and Latin Heat. And, there will be lots of food and refreshments.

"We are delighted that once again the Redpath Waterfront Festival has received this government support," said Nancy Gavin, President of Water's Edge Festivals & Events. "We have created a world-class festival that launches the summer season and contributes to the economic well-being of our city and increased tourism."

Major partners of the festival include Redpath Sugar, The Waterfront BIA, Waterfront Toronto, RBC and PortsToronto.

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