



NEWS RELEASE

Redpath Waterfront Festival set to make a big splash *Toronto's revitalized Queens Quay Boulevard debuts at summer's ultimate weekend party*

TORONTO – April 28, 2015: Bring on summer and celebrate everything this long-awaited season has to offer at the 2015 **Redpath Waterfront Festival** (RWF) June 19-21, 2015. From the kick-off **Waterfront Community Parade and Grand Opening Show** to the weekend-long celebration including **Party on the Promenade**, **DANCE Pan American Style**, **DockDogs® Championships**, **Toronto Wine & Spirit Festival** and the **Sweetness Pride Beach Party**, RWF 2015 will transform Toronto into one of the most sought-after summer destinations for residents and visitors alike.

“This is a pivotal year for the **Redpath Waterfront Festival** as we proudly welcome the world to our beautifully revitalized Queens Quay Boulevard. The picturesque pedestrian promenade, waterfront connection to the Martin Goodman Trail, free general admission and a complementary trolley to transport guests to all the activities are just some of the factors that make this year's Festival one of Toronto's most inviting, inclusive outdoor events” says Nancy Gavin, President of *Water's Edge Festivals & Events*.

Party on the Promenade - Come to the Party!

What better way to celebrate the start of summer than heading down to the waterfront for the Redpath Waterfront Festival's *Party on the Promenade*, presented by The Waterfront BIA.

The festivities begin on **Friday, June 19 at 6:00 p.m.** Join Waterfront Toronto, residents and visitors for the official opening of the revitalized Queen Quay. It will be a ribbon cutting ceremony like no other!
Everyone's invited.

At 8:00 p.m., find your spot along Queens Quay Boulevard for a **Waterfront Community Parade!** Starting from Sherbourne Common in the east, led by **Shadowland Theatre** and starting from the Spadina Wave Deck in the west, led by The **Samba Elégua Percussion Band**, both people's parades converge at HTO Park East. A spectacular water's edge elevated floating stage sets the scene for the **Grand Opening Show and Celebration at 9:00 p.m.**, with performances by celebrity dancers Blake McGrath, Trevor Tordjman and his crew from the hit TV show *The Next Step* and everyone will enjoy the **Alakazam buskers**.

We're just getting started

There is an entire weekend of fun things to see and do for all ages including the **Waterfront Artisan Market** where you can shop for handmade crafts and unique gifts and plenty of tantalizing tastes from some of Toronto's famed food trucks.

“We are delighted that Queens Quay Boulevard is officially back in business. The Redpath Waterfront Festival is a perfect opportunity for local businesses to invite residents and visitors to come back and see for themselves how much we have to offer,” says Kevin Currie, Chair of The Waterfront BIA. “What a wonderful way to celebrate the revitalization of the waterfront”.

Sit back, relax and enjoy a free ride!

New in 2015 will be a free RWF shuttle, courtesy of RBC. Hop on the festival’s free trolley to see and experience the full 2 kilometres of our new waterfront.

DANCE Pan American Style – Let’s Dance!

A wide array of dance opportunities, activities and live big band performances colour each day and evening of the Festival, where hip hop, contemporary and the classics collide.

- Open dance classes in the park taught from a floating stage by celebrity choreographer Jean Marc Généreux.
- Sway to the live music of the Swing Shift Big Band on **Friday night** and Café Cubano on **Saturday night**
- On Saturday, watch a contemporary Master Class taught by celebrity dancer and choreographer Blake McGrath
- On Sunday, watch a master hip-hop dance class taught by Trevor Tordjman, then enjoy a performance by Trevor and some of his fellow *The Next Step* cast members, followed by a Q&A session.

DockDogs® Championships – Fun and frolic for Fido too!

The DockDogs® Championships, presented by PortsToronto, is a dock jumping and diving sport for dogs with three main events: Big Air, Extreme Vertical and Speed Retrieve. Anyone can try DockDogs®! Your dog must be at least 6 months old and owners must be over 7 years old.

From the DockDogs® Championships competition to the **PawsWay Pet Parade** on the Martin Goodman Trail on Saturday afternoon, the RWF 2015 is 100% pet-friendly.

Show your pride and get into the “spirit”!

RWF is excited to partner with the **Toronto Wine & Spirit Festival** for a second year. It’s the perfect time to experience wine tastings, craft beers, pairing seminars and world-class spirits—all in the spectacular setting of Sugar Beach.

The Festival is proud to host, **Sweetness Pride Beach Party**, an affiliated Pride Toronto event on Sunday June 21. This year’s event is in association with Pride Toronto and is presenting **WE PLAY** with international DJ’s Aron and Jodie Harsh. Soak up the sun, refresh at the licenced beach bar and celebrate the waterfront on the longest day of the year.

General admission to the festival is free and a detailed list of scheduling and program information is available on the Festival website www.towaterfrontfest.com.

2015 **Redpath Waterfront Festival** partners include Redpath Sugar, The Waterfront BIA, PortsToronto, RBC, Waterfront Toronto, CTV and the Toronto Star, among others. The Festival is proud to recognize Harbourfront Community Centre as its charity partner.

The Redpath Waterfront Festival, in partnership with The Waterfront BIA is an annual summer event providing on-land and on-water programming for people of all ages and interests, with the

goal of promoting Toronto locally and internationally as a premiere waterfront destination. With music, food, nautical programs and entertainment, the Festival offers something for everyone to enjoy. Every three years, the event welcomes a fleet of majestic TALL SHIPS® to Toronto.
www.towaterfrontfest.com

-30-

For more information, please contact:

For information on the **Redpath Waterfront Festival** contact:
Peggy Sheffield/Peggy Sheffield & Associates Inc.
Office: 416 246 0474 Cell and text 416-822-8511
psheffield@psapr.com

For information on The Waterfront BIA and **Party on the Promenade** contact:
Peter Ashworth/Ashley Lloyd/Ashworth Associates Public Relations 416 603 6005
peter@ashworthassociates.com, ashley@ashworthassociates.com

