



FOR IMMEDIATE RELEASE:

HUGELY SUCCESSFUL REDPATH TORONTO WATERFRONT FESTIVAL ENDED TODAY WITH WELL OVER 600,000 VISITORS TO THE WATERFRONT

Toronto (Canada), July 4th, 2010 -- The Redpath Toronto Waterfront Festival ended the same way it began with a spectacular tall ship Parade of Sail on the waterfront, as a dozen tall ships that arrived here Wednesday left en mass today at 2pm for their next port in Cleveland. The 5 day festival that ended today was a tremendous success drawing an estimated 600,000 plus visitors to Toronto's Waterfront all week. The festival ended up selling many more boarding pass tickets than was projected.

The festival is produced by the non-profit Waterfront Business Improvement Area. Board Chair of The Waterfront BIA, Kevin Currie, says that "we are tremendously excited at the success of this year's festival which far exceeded our expectations by attracting well over 600 000 visitors to Toronto's Waterfront. We need to especially thank The American Sail Training Association (ASTA) for bringing this fleet of international tall ships to Toronto. We look forward shortly to announcing details on future festivals."

ASTA partnered with Great Lakes United to bring a fleet of international tall ships to the Great Lakes, the world's largest body of surface fresh water, as part of the Great Lakes United TALL SHIPS CHALLENGE® 2010 race series. Toronto was the first and only Canadian port of call for the tall ships race that will attract millions of tourists throughout the Great Lakes region. Official port appearances are also scheduled for Cleveland, Ohio, Bay City, Michigan, Green Bay, Wisconsin, Duluth, Minnesota and Chicago, Illinois. The two most important initiatives of the festival are water conservation education and youth sail training.

The Waterfront BIA would like to thank all of our sponsors and partners including the Title Sponsor, Redpath Sugar. As well, Presenting Sponsors Toronto Star, Porter Airlines and NOW Magazine, Funding Partners: Tourism Toronto, Ontario Tourism Marketing Partnership, Ontario Cultural Attractions Fund. Festival Partners: Desjardins Group, Gourmet Cuisine, Mazda, Harbourfront Centre, Ontario Place, Queen's Quay Terminal, Tilley Endurables, Toronto Port Authority, Amsterdam, Vincor, Radisson Admiral Hotel, Westin Harbour Castle, Media Partners: CTV, A Channel, CHFI.

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.*

For hi-res images of Tall Ships, bottom of page at <http://www.TOWaterfrontfest.com/resource.asp>

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