



MEDIA RELEASE

Ontario's Ministry of Tourism Gives Boost to 2008 IlluminAqua Enhancements



For Immediate Release – Thursday, March 27, 2007

Welland – The Welland Recreational Canal Corp (WRCC) is thrilled to announce that the Ministry of Tourism, through the Celebrate Ontario 2008 Funding Program, has contributed \$75,000 to bolster enhancement concepts planned for IlluminAqua.

In a letter from Peter Fonseca, Minister of Tourism, the minister expresses that “the McGuinty government understands the importance of festivals and events to Ontario’s prosperity, culture and quality of life.” Minister Fonseca goes on further to say, “this contribution reflects our government’s commitment to the quality of life in your community and throughout Ontario.”

In what was a highly contested application process with more than 470 submissions, only 90 grant applications were successful. “The application package and strategy for delivering IlluminAqua was in the opinion of the WRCC Board very well done. It clearly laid the foundations for taking the production of IlluminAqua onto the international stage. Council’s endorsement of the Capital Budget required to secure this funding was a clear indication to the provincial government that we, in the City of Welland, are committed to Arts & Culture Tourism.”

“The five year enhancement concepts designed to make IlluminAqua a truly international production, appear to be very well received at the Ministry of Tourism. The local support from City of Welland Council, citizens, various groups and agencies, certainly served us well in securing this funding”, suggested Stephen Fischer, WRCC Business & Operations Manager. “To be selected, at those odds, against long established organizations, is a great accomplishment for the WRCC and IlluminAqua, as our production is truly in its infancy.” The enhancement concepts for this year include, among other items, the development of a permanent, modular floating stage for the production and the purchase of moveable assets to reduce operating costs.

IlluminAqua is scheduled for weekends of June 27 and 28, July 24,25 and 26 in concert the City of Welland’s 150th Anniversary Celebrations, and August 22 and 23,.

Further information will be made available online at www.illuminaqua.com.

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