



Media Release

Niagara Economic Development Partners with Dragon Boat Niagara 2015

For Immediate Release – Thursday, May 14, 2015.

WELLAND, ON – Dragon Boat Niagara 2015 is delighted to announce its partnership with the Niagara Economic Development (NED) and Welland Economic Development Offices. NED is providing an initial investment of \$25,000 in support of the event to support the events' delivery and regional impact, information exchange from participants, and engagement both at the venue and at official receptions. The two international championships that make up Dragon Boat Niagara 2015 are taking place at the Welland International Flatwater Centre this coming August and will include the Pan American Club Crew Championships and the World Dragon Boat Racing Championships.

“This event is a great opportunity to showcase Niagara to visitors from around the world as well as promote the region as a place to invest in and do business,” stated Bob Seguin, Director of Niagara Economic Development.

Based on Canadian Sport Tourism Association (CSTA) Sport and Tourism Assessment Model (STEAM), Dragon Boat Niagara 2015 will have an estimated economic impact of over \$13 million regionally and over \$20 million provincially.

Attracting up to 4,000 participants from more than 30 countries, Dragon Boat Niagara 2015 is a unique combination of two international dragon boat racing championships held in Welland, Ontario from August 14-23, 2015: Pan American Club Crew Dragon Boat Championships (August 14 – 16) and the International Dragon Boat Federation (IDBF) 12th World Dragon Boat Racing Championships (August 19-23).

“The demographic of athletes competing at Dragon Boat Niagara 2015 are the world’s best, and there are business professionals among them,” said Dan Degazio, Manager of Welland Economic Development. “Through hosting this event, international business professionals will be visiting us in Welland. This presents business opportunities for Welland to capitalize on in our own backyard that we may not otherwise have had. The City of Welland looks forward to taking advantage of not only highlighting the businesses we have here in Welland, but the opportunity to welcome other businesses to the area as well.”

Dragon Boat Niagara 2015 looks forward to working with other local businesses and business associations in the upcoming months to showcase Welland and the Niagara Region on the world stage.

For more information regarding the Welland International Flatwater Centre, please visit: www.wifc.ca

For more information regarding the World Dragon Boat Racing Championships, please visit: www.wdbrc2015.ca

- 30 -

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