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FOR IMMEDIATE RELEASE:

## **Rogers Sarnia Bayfest wins Event of the Year at Ontario Tourism Summit**

Toronto, Ont. - The Tourism Industry Association of Ontario awarded Rogers Sarnia Bayfest, Event of the Year at the 7<sup>th</sup> annual Ontario Tourism Summit in Hamilton last week. Rogers Bayfest Sarnia is a small community festival whose reputation brings in big name acts and, in 2010, garnered ticket sales from as far away as Australia, Germany, and Grenada.

Sarnia is a city of 73,000 people but last year it managed to attract 84,200 to its festival over 6 days. Total direct spending in Ontario as a result of Rogers Sarnia Bayfest is estimated at over \$ 7 million. The festival employs the full-time job equivalent of 97 people in Ontario.

The success of the festival has made Rogers Sarnia Bayfest, the premier music destination for many avid festival consumers in Ontario and from across the border in the United States. The festival has received many accolades from top 100 festivals in Ontario to Outstanding Business Achievement.

"Sarnia has achieved a remarkable feat by being able to host a world class festival in a small community and attract visitors from around the world mainly through word of mouth," stated Beth Potter, President of the Tourism Industry Association of Ontario.

The Tourism Industry Association of Ontario is the umbrella organization for the 60 leading associations, destination marketing organizations and regional tourism organizations serving Ontario's diverse tourism industry.

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For further information, please contact: Jermaine Hylton, Manager, Communications 416 483-1691 ext. 223