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FOR IMMEDIATE RELEASE:

Tourism Industry Excellence Award for Mosaika

Toronto, Ont. - The Tourism Industry Association of Ontario awarded the Tourism Innovator of the Year Award to the National Capital Commission at the Ontario Tourism Summit in Hamilton last week. This award recognizes a person or business that has created a new, innovative product that promotes and enhances tourism in Ontario, or demonstrated an innovative approach to surviving the challenges of the tourism industry.

TIAO selected the National Capital Commission's project, Mosaika, a sound and light show on Parliament Hill that makes innovative use of social media and new projection technology. It encourages Canadians in a country-wide conversation exploring Canadian themes, values and achievements through outdoor video projection. The NCC invested \$2.65 million in capital funding for the development of this show which attracts on average, 115, 000 out of province visitors each year. The show is a free, nightly experience which complements and extends the local tourism product.

"TIAO congratulates the NCC for this ambitious and engaging project which connects Canadians through new technology," 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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