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FOR IMMEDIATE RELEASE:

Canadian International Military Tattoo awarded Volunteer of the Year

Toronto, Ont. - The Tourism Industry Association of Ontario is pleased to announce, Chief Warrant Officer, John Terence, winner of the 2011 Volunteer of the Year award. This is an award for an individual who has volunteered a significant amount of time within the tourism community and has contributed to the enhanced professionalism and image of Ontario's tourism industry.

CWO John Terence is the producer of the Canadian International Military Tattoo. Terence has been at the helm of the largest Military Tattoo in Ontario since the year 2000. The mandate of "The Canadian International Tattoo Association" is to connect Canadians to their Military, through music, pageantry and education.

Last year during the 19th anniversary of the tattoo he committed over 1150 volunteer hours to produce a thrilling show with over 450 performers- both Canadian and International. In addition, he recruited, trained and supervised 30 volunteers who assisted with the production, and also worked backstage performing such roles as technical director, floor manager, master of ceremonies.

"It's crucial that the tourism industry recognize the hard work and dedication of individuals who tirelessly promote Ontario's tourism sector," 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