
News Release

For immediate release
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GOVERNMENT OF CANADA SUPPORTS THE NIAGARA WINE FESTIVAL

St. Catharines - Member of Parliament Rick Dykstra today celebrated the Government of Canada's investment in the 59th Niagara Wine Festival as part of the Marquee Tourism Events Program (MTEP).

"This investment greatly benefits our city and the many businesses that provide services to event attendees," said Dykstra. "Through MTEP, the Niagara Wine Festival can continue to promote Niagara as a destination for showcasing the best in wine and food, as well as arts and culture and a region dedicated to making visitors feel welcome."

The 59th Niagara Wine Festival will continue its tradition of providing the public with a harvest celebration showcasing the best in class for wine and food, but also entertainment and the Grande Parade. From winery offerings at over 30 Niagara wineries to the West Jet Stage featuring Canadian music artists and Montebello Parks' Food and Wine Experience, there is something for everyone during the September Festival.

"The Niagara Wine Festival appreciates the support of the Federal Government", said Kimberly Hundertmark, Festival Executive Director. "Their support assists the festival with the creation and promotion of internationally unique and compelling wine experiences and to leverage the tourism potential of the Niagara Peninsula as a grape growing, wine producing and culinary destination."

The \$150,400 in funding will allow the Niagara Wine Festival to provide an enhanced park experience through additional tenting and audio visual augmentations in the All Access Lounge. As well, the Festival will host international bands during the Grande Parade, one of North America's oldest parades.

MTEP is a temporary two-year program under Canada's Economic Action Plan. The Program supports tourism events in all parts of the country with the goal of providing a much-needed boost to the Canadian tourism industry – an industry that faced several challenges at the beginning of the global recession. Now in its final year, MTEP will provide up to \$39 million

in federal investments to festivals and events to stimulate the economy and help promote Canada as a global destination of choice.

Canada's Economic Action Plan sets out to stimulate the Canadian economy through numerous programs that support local economies. The Government of Canada is committed to tourism, a

\$71.5-billion industry that included 650 000 jobs in 2009. It helps communities and regions thrive from coast to coast, hosting national and international travellers to all parts of the country.

For more information, please visit the [Marquee Tourism Events Program](#) website or [Canada's Economic Action Plan](#) website.

- 30 -

For more information, contact:

Lynn Meahan
Press Secretary
Office of the Honourable Tony Clement
Minister of Industry
613-995-9001

Kimberly Hundertmark,
Executive Director
Niagara Grape and Wine Festival
905-688-0212 ex.117

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