



CONGRATULATIONS TO 2010 IFEA WORLD FESTIVAL & EVENT CITY AWARD RECIPIENT

Ottawa, Ontario, Canada

Top North American Entry in the 500,000 to 1 Million Population Category



Delores MacAdam and Lee Dunbar accept the award for Ottawa, Ontario, Canada.

In Ottawa, the approach of autumn brings bright ochre and red hues on maple trees, beautiful sunsets, colder nights and the wrap-up of the summer event and festival season.

Last year, it also brought to Ottawa a 2010 IFEA World Festival and Event City Award!

Last September, during the 55th IFEA Annual Convention in St. Louis, Missouri, USA, the City of Ottawa was named the top North American entry in the 500,000 to one million population category.

As Canada's capital, the City of Ottawa offers a unique and distinct experience to festival and event organizers. Anyone planning, organizing or attending an event or festival has a myriad of organizations working together to make the process seamless, efficient and successful.

"Festivals, fairs and special events have a tremendous positive impact on our community. Each year, our city hosts over 200 events that contribute greatly to Ottawa's cultural, social and economic well-being," said Jim Watson, Mayor of the City of Ottawa. "The partnerships amongst our events industry serve as examples of sharing common goals and working hard and harmoniously to achieve them. The IFEA Award is a significant achievement for the City – the opportunities that arise from this award will open the door for future opportunities of leading the way, learning and sharing with other cities."

Collaboration and strong ties amongst the many industry organizations in Ottawa were the driving forces behind the

application process to IFEA and the award itself. An inclusive process led by Ottawa Festivals, the application was developed with input and support from the City of Ottawa Economic Development Branch, the City of Ottawa Cultural Funding, the City of Ottawa Event Central Unit, the National Capital Commission (NCC), Ottawa Tourism, and approximately 20 presenting organizations (members and non-members of Ottawa Festivals).

"We saw the IFEA World Festival and Event City Award as an ideal opportunity to highlight the combined efforts of the numerous organizations and volunteers that work together to support the more than 200 festivals and events that take place in Ottawa," said Barb Stacey, Executive Director, Ottawa Festivals. "Continuing with that spirit, it is our hope that this award will be the catalyst for an improved environment where we will see even tighter relationships with the City, and an increased number of partnerships and collaborations between partner organizations."

The City of Ottawa's Event Central – a single point of contact for festival and event organizers to obtain permits, support and assistance – liaises with Ottawa Festivals, the NCC, the Ottawa-Gatineau Hotel Association (OGHA), Ottawa Tourism, and many other industry organizations.

The 2010 IFEA World Festival and Event City Award has meant an affirmation to the event industry that the partnerships and ties forged, and the support and collaboration shared have paved a path that will continue

to expand on this tradition of excellence.

"One of the reasons that we, as an industry, have been so successful is because of our close relationship with the City of Ottawa – and we look forward to continuing to work together to strengthen the festival, special event and fair industry so that it benefits our community through improved quality of life and economic activity," said John Brooman, President, Ottawa Festivals.

Meanwhile, many of the City's industry partners have been readying for this year's events and festivals by celebrating the accomplishments of 2010 and looking forward to even greater success this year.

"The National Capital Commission is delighted to see Canada's Capital recognized by the International Festivals and Events Association with this prestigious award," said Guy Laflamme, Senior Vice-President, Capital Experience, Communications and Marketing, NCC. "Premiere Canadian celebrations allow residents and visitors to better understand the importance of the Capital as a gathering place for celebrations, commemorations and learning. Promoting public activities and events in the National Capital Region serves to enrich the cultural and social fabric of Canada, and fosters pride in Canadians."

Summer months in the City of Ottawa bring out the best the city has to offer. While our winter and winter celebrations are renowned, it is during the summer months that residents, visitors and volunteers come out in huge numbers to support the majority of the city's special events. Collaboration is a theme that extends not only to those in the event industry itself, but to everyone in our community.

"Being named an IFEA World Festival and Event City is a true honour for Ottawa," said Noel Buckley, President and CEO, Ottawa Tourism. "It reinforces what we already know at Ottawa Tourism -- that there is always something vibrant happening here, that visitors have a chance to learn, explore, celebrate and commemorate when they visit and that our local festival community has really raised the bar on presenting consistently great events."

As a 2010 IFEA World Festival and Event City, our efforts to provide top-quality events and festivals have been put on the world stage, and the City of Ottawa welcomes the spotlight.

"Tourism in Ottawa is gaining momentum, from an already strong base," said Dick Brown, Executive Director, Ottawa Gatineau Hotel Association (OGHA). "A major



reason is the quality and range of festivals and events available to visitors throughout the year. Be it one of the many large blockbuster festivals or events which attract thousands of visitors, or smaller niche festivals which animates the city; their impact on the visitor experience is helping make Ottawa a MUST VISIT destination."

For more information on events in the City of Ottawa, please contact Delores MacAdam, Program Manager with the City of Ottawa Event Central Unit at Delores.MacAdam@ottawa.ca.