



## **HARMONY MARKETING SECURES OVER \$3 MILLION FOR TALL SHIPS® 1812 TOUR & THE REDPATH WATERFRONT FESTIVAL**

**[TORONTO, ON May 23, 2013]** – Harmony Marketing is pleased to announce the company has secured in excess of \$3 million in corporate and media partnerships as well as government funding for the upcoming TALL SHIPS® 1812 Tour and the Redpath Waterfront Festival (RWF). The RWF will take place along Toronto's waterfront from June 20 to 23, 2013 and will act as the official launch of the TALL SHIPS® 1812 Tour.

The **TALL SHIPS® 1812 Tour**, a Pan Provincial event, will travel throughout Ontario during the summer of 2013 to commemorate the Bicentennial of the War of 1812. 15 ports will participate in this event which is produced in partnership with the TALL SHIPS CHALLENGE® Great Lakes 2013 series.

"All levels of government have provided significant funding to support this initiative and in addition to securing cash sponsors we have calculated that the donated marketing and promotion for the Redpath Waterfront Festival and the TALL SHIPS® 1812 Tour is valued at \$1 million," said **Lea Parrell, President of Harmony Marketing**. "CTV and Toronto Star, long time supporters of the Redpath Waterfront Festival, have expanded their commitment to include the TALL SHIPS® 1812 Tour. Canadian corporations have also been enthusiastic and supportive of the launch in Toronto."

"The Toronto Star is pleased to be associated with the Redpath Waterfront Festival, and the TALL SHIPS® 1812 Tour" said **Bob Hepburn, Director of Corporate Relations, Toronto Star**. "We feel that it is one of the most unique experiences for families to enjoy this summer throughout Ontario."

In addition to title sponsor Redpath Sugar, some of the corporate partners for the Redpath Waterfront Festival include: Waterfront BIA, City of Toronto, Toronto Port Authority, Nova Scotia Tourism, Porter Airlines, Westin Harbour Castle and Amsterdam Brewing Co..

"For over 150 years, Redpath Sugar has been bringing raw sugar into Canada by ship," said **Peter Toppazzini, Redpath Director of Sales**, who is also the Festival Board Chair. "In addition to being the title sponsor for the annual Waterfront Festival in Toronto, we are proud to be the presenting sponsor of this Pan Provincial event that celebrates the shared histories of Canada and the United States through the TALL SHIPS® 1812 Tour."

Government funding for the tour was secured through grants from the Federal 1812 Secretariat, Celebrate Ontario Blockbuster and Tier 3, Ontario Tourism Event Marketing Partnerships, Ontario Cultural Attractions Fund and Tourism Toronto.

The Redpath Waterfront Festival is a Water's Edge Festivals & Events project and co-produced by Harmony Marketing and Krista Slack + Aylett Inc. It is an annual event that promotes Toronto as a waterfront destination locally, provincially, nationally and internationally.

**HARMONY MARKETING:**

**Harmony Marketing** is a full service marketing company that focuses on creating and implementing Marketing & Strategic Development Plans, Corporate & Media Partnerships, Government Relations, Festivals and Events. Providing specialized services to both the for-profit and not-for-profit sectors, Harmony Marketing assists companies in reaching their tactical goals, from a pure marketing point of view and in keeping with the client's overall Strategic Vision.

**KRISTA SLACK + AYLETT INC.:**

**KS+A** is one of Canada's premier event marketing and production companies, with 20 years of experience and a reputation for creating outstanding customized events or brand installations. A full service event marketing company KS+A offers expertise in strategic development, design and production, bringing its clients innovative, trend-savvy ideas delivered with technical and logistical know-how. KS+A's integrated marketing services include strategic planning, marketing communications, copywriting and multimedia production.

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**For more information, please log onto [www.harmonymarketing.ca](http://www.harmonymarketing.ca) or contact**

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