
2010 MATTAWA VOYAGEUR DAYS

TOP100 FESTIVALS AND EVENTS ONTARIO

FOR IMMEDIATE RELEASE

"Mattawa Voyageur Days Committee is very pleased to be named in the TOP100 Festivals and Events in Ontario again in 2010. This is the third year in a row, a natural hat trick for your festival. The Committee works very hard every year in planning and organizing a top notch festival. It certainly is an honor to be recognized by Festivals and Events Ontario, our Provincial Association that we meet their high standards and that they also recognize the efforts by the Committee" says Jacques Begin Co-Chair Mattawa Voyageur Days.

Sponsored by VIA Rail Canada, The Top 100 Festivals and Events in Ontario designation is presented to a select few of more than 2,000 that occur annually within the province. Among the winners were household names like the Scotiabank Caribana Festival, Cisco Ottawa Bluesfest and Kitchener-Waterloo Oktoberfest. It also featured many smaller, festivals such as the Lanark Highlands Art of Being Green Festival, the Cobourg Sandcastle Festival and the Rideau Canal Festival. "Solicitations for submissions were issued towards the end of the previous calendar year, and an independent jury of industry peers conducted the selection process just prior to the Conference," explains the Association's Executive Director, Gary Masters.

According to the Ontario Ministry of Tourism, 93% of recreational travelers are seeking cultural and entertainment experiences, such as festivals and events, when they plan a vacation. Over the past two years, approximately 2,000,000 people who visited a festival or event say it was the primary reason for their vacation.

The Committee is quick to point out that the success of the festival is due to all those who attend and support the events and activities. The Committee also thanks all those who sponsor Voyageur Days. "We also have tremendous support from our Mayor Dean Backer and Members of Council who permit the Committee to carry out the vast multitude of tasks and responsibilities it takes to host such a huge endeavor" say Jacques. "Most of all, it is the people. The people who come out and enjoy the activities, attend the various shows, shop in our stores and eat in our restaurants and just plain kick back and totally enjoy themselves. This is truly THEIR festival".

Call Jacques Begin 705 744 2311 or 705 498 2397 for more information.

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