

MEDIA RELEASE

Regional Tourism Office ~ Tourism Partnership Niagara ~ Supports CANOE Niagara 2013 Canoe Sprint World Championships

For Immediate Release - Wednesday, December 5, 2012

WELLAND – The Welland Recreational Canal Corporation (WRCC) is very pleased to recognize support from the Tourism Partnership Niagara (TPN) for the 2013 ICF Junior and Under 23 Canoe Sprint World Championships to be held at the Welland International Flatwater Centre in July and August of 2013. The \$200,000 pledge to the World Championships will help to attract and entice athletes, visitors, and teams to Niagara for the Event and link tourism operators with the Championships. This exciting funding announcement is bolstered by commitments from Sport Canada, federally, the Ministry of Tourism, Culture and Sport, provincially, and the Ontario Trillium Foundation.

The event will attract the fastest young paddlers on the planet from 55 countries and will be a major stepping stone for many athletes looking to qualify for the 2014 Youth Olympic Games and preparing for the 2016 Olympic Games in Rio de Janeiro. This world championship is expected to draw 1,200 athletes, with additional contingents of over 700, many of whom will be arriving weeks prior to the event to test the waters and acclimate themselves to the facilities. Working with the TPN will allow for a greater distribution and saturation of marketing messages to federations, athletes, families, friends and potential visitors and will work to connect regional business with this influx of some 5,000 people over the course of a number of weeks, staying, competing and enjoying all Niagara has to offer.

"Canoe Niagara will help build Niagara's brand as a world-class flatwater sports destination, stated Robin Garrett, CEO, The Tourism Partnership of Niagara. "We are pleased this signature event will attract a large number of international competitors staying for an extended period with an economic impact that is truly outstanding!"

"We are extremely proud to be showcasing Welland, Niagara and the Province as a hosting destination for sport. We've long recognized that all Niagara has to offer makes it an attractive destination within the sport competition paradigm", suggested Stephen Fischer, WIFC Executive Director, "the support of the Regional Tourism Office is an important piece in getting the Niagara message out and a recognition of sport as an attractor and driver in the Niagara Region. We applaud the TPN Staff and Directors on their vision."

The canoe championships will take place at the Welland International Flatwater Centre along the Recreational Waterway from August 1-4, 2013; with camps and clinics for athletes, officials, coaches and the first ever Paracanoe camp as early as the first week of July 2013. With the combination of Junior World Championships and Under 23 athletes, this World Championships is slated to be the largest ever with 1900 athletes, team leaders, coaches, delegates and officials. Catch the excitement!

Canoe Niagara 2013 Video: <http://vimeo.com/54275192>

Canoe Niagara 2013: www.canoeniagara.ca

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