

## MEDIA RELEASE

For Immediate Issue

June 24, 2009

### **Great Community Support Jumpstarts 2009 Waterfront Festival!**

The corporate response to this year's Waterfront Festival is coming in quickly and the Pembroke Festivals Committee is extremely pleased to announce the following sponsorships that have been secured.

Drum roll please!!

**Platinum Title Sponsor – OLS.** President Ross Beattie confirmed yesterday that “because Pembroke has supported OLS, OLS will in turn support Pembroke, and we are very happy to sign on as this year's title sponsor.”

**Gold Sponsor – Algonquin College.** Student Affairs Director, Jamie Bramburger quickly locked up the first of two available gold sponsorships. “It's a perfect fit for the college, and a great opportunity to introduce the public to our plans for Renaissance Square and the new campus at the Waterfront.” Algonquin will also be presenting Jason Blaine, who's headlining Saturday night, and is also an Algonquin College graduate.

**Official Supplier of Accommodation – Pembroke Comfort Inn.** Jan Ploughman was very happy to take advantage of the Waterfront Festival opportunity, and to have a chance to develop special packages around the weekend. “It helps up build an experience package for Aug. 7-9, based on all the great entertainment and things to see and do at the festival!” she exclaimed upon investing in a Supplier Sponsorship Package.

Also, on board as a **Bronze Sponsor is Gallant Media**, with owner Shawn Gallant supplying creative direction to the festival website, [www.PembrokeFestivals.com](http://www.PembrokeFestivals.com)

**Ottawa River Power Corp (ORPC)** has also offered some **in-kind services** to help defray some of the logistics costs, with Manager Doug Fee stating he was happy to help the community with the largest event of the summer.

“It's a great way to kick off the summer,” said Mayor Jacyno upon hearing about the brisk sales. “This festival is about celebrating the Ottawa Valley, and supporting local talent, local flavour, and local flair. The first sponsors on board deserve to be congratulated for supporting the community that supports them!”

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### **Further information**

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**Local Talent. Local Flavour. Local Flair.**

August 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup> - 2009

*a celebration of the ottawa valley*

A Not For Profit Event in Support of Your Community

[www.PembrokeFestivals.com](http://www.PembrokeFestivals.com)

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