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Press Release

FOR IMMEDIATE RELEASE

SARNIA BAYFEST TAKING INDEFINITE HIATUS

It has always been the goal for Sarnia Bayfest to bring world class entertainment to Sarnia; a city that is not a stop on many national or international band tours. The festival strived to be community minded and as a charitable organization brought millions of dollars in economic impact to the city and raised and donated over a million dollars to charitable organizations and scholarships throughout the city. At the recent AGM the Board of Directors made a difficult decision. It is not economically feasible to produce the festival because new sponsorship has remained relatively stagnant over the last few years but costs have increased: bands, staffing, security, insurance and overall production. Therefore Bayfest Festival of Performing Arts is taking a hiatus from producing their signature fundraising event Sarnia Bayfest.

Sarnia has played host to a number of national and international artists over the last 14 years, almost too many to count including Aerosmith, Bon Jovi, Rush, The Black Eyed Peas, Kid Rock and Iron Maiden. The decision to suspend the festival was not made lightly but one made to remain fiscally responsible to Bayfest Festival of Performing Arts.

The economic impact of the event to the city is substantial and our volunteers and workers have experienced many memories to last a lifetime. It is not our goal to bring any of that to an end – we will continue with our focus of fundraising and educating as well as being an active part of the community. Bayfest Festival of Performing Arts still plans on running other smaller charitable events throughout the year such as smaller concert events, The Yellow Hat Open Golf Tournament and our Rockin' Rubber Ducky Race.

Bayfest would like to thank all our loyal sponsors for continuing their support over the last 14 years especially, Rogers Communications, Molson-Coors Canada, United Rentals, Holiday Inn, LamSar, Pepsi, Pizza Pizza, Mark Anthony Brands, Stoke's Inland/Bay, EBTech, Blackburn Radio and The Observer. We would also like to thank all the charities and volunteers that work so hard every year.

This isn't "the end"; it's an opportunity to refocus and re-invent. Looking forward to the future!

