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Press Release

FOR IMMEDIATE RELEASE

Rogers Sarnia Bayfest wins Business/Event of the year.

The Rogers Sarnia Bayfest music festival took top prize on Wednesday at the 2009 Ontario Summit held at Caesar's Windsor, receiving the "Best Business/Event of the Year Award."

Created by the Tourism Industry Association of Ontario, the award recognizes businesses and events that promote and enhance tourism in Ontario.

Since starting in 1999, Rogers Sarnia Bayfest has grown into a major tourism event with a following that spans Michigan, Ohio and Ontario. Three years ago Bayfest had to add an international ticket order page to accommodate the needs of their festival goers. The event now shows an Economic Impact of over \$6.5 million into the area annually.

Rogers Sarnia Bayfest contributes their success to their marketing to an international audience, and attracting patrons for numerous days by increasing the diversity and making an affordable, entertaining, sustainable festival.

Rogers Sarnia Bayfest 2010 dates have been set for July 8,9,10 & July 15, 16, and 17.