

SHAW FESTIVAL THEATRE TAKES AWARD FOR BEST PRINT MATERIAL

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

October 11, 2011

Shaw Festival Theatre's artistic seasonal brochure received the Best Printed Collateral Material award at the 2011 Ontario Tourism Awards.

The brochure's stunning photographs and compelling play descriptions shine a positive light on the Shaw Festival Theatre and invite visitors to experience one of Ontario's most popular theatre experiences. The brochure also includes a visitors' guide that showcases the Niagara region.

The Ontario Tourism Awards celebrate excellence and innovation in the multi-billion dollar tourism industry, which is a key contributor to Ontario's economic prosperity. The Ontario Tourism Awards' marketing category is sponsored by Smart Serve Ontario.

QUOTE

"The Shaw Festival Theatre reminds us once again why it's such a popular cultural experience for visitors and residents," said Ronald Holgerson, Interim President and CEO of the Ontario Tourism Marketing Partnership Corporation. "Congratulations to the Shaw Festival team for receiving another well-deserved Ontario Tourism award."

QUICK FACTS

- Tourism is an important part of Ontario's economy, supporting 315,000 jobs in 2009.
- In 2009, tourism-related spending in Ontario reached \$21 billion.
- Ontario welcomed 17.8 million out-of-province visitors in 2009.

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Media contact:

Luanne Walker, OTMPC, 416-325-0699

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