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[www.potashcorpfireworksfestival.ca](http://www.potashcorpfireworksfestival.ca)

**FOR IMMEDIATE RELEASE**

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## News Release

### **Fireworks Festival now PotashCorp Fireworks Festival!**

**Saskatoon, Saskatchewan** – In the winter of 2007, Tourism Saskatoon - with financial support provided by the Saskatoon Hotels Association's Destination Marketing Fund - took steps to establish the inaugural Saskatoon Fireworks Festival. These investments of time, money, and staff made in the critical building years of the festival were, and remain, critical to giving the festival the start it needed and nurturing it to the success that it is today. The first two years were indeed an important incubation period for this festival. At the outset the response to the Fireworks Festival has been hugely positive and, each year, feedback is received with a common refrain: "*these are the best fireworks we have ever seen*".

The investments made by funders and partners such as Tourism Saskatoon, the Saskatoon Hotel's Associations Destination Marketing Fund, the City of Saskatoon, and the province's Ministry for Tourism Parks Culture and Sport have all played a significant role in the maturity of this festival. Their continued support will certainly be important as plans are developed to take the festival to the next levels of maturity, including making the Festival into a competition and a world-renowned international fireworks festival. Chico Ruggieri has and continues to play a pivotal role directing the pyrotechnics shows and the Festival organizers are indebted to him for all the successes to date.

The year 2009 saw a record-setting 65,000 people come down to River Landing to enjoy these fireworks extravaganzas. Shad Ali, Festival Director, says: "While the unique fireworks shows on each night - both of which are choreographed to music - are the highlight of the festival, this festival is about more than fireworks. It is a celebration of community and culture. It is an opportunity to bring citizens and visitors together to honour and celebrate the richness of our cultural diversity and the many amenities Saskatoon has to offer."

At the event announcing PotashCorp's sponsorship of the festival, PotashCorp Executive Vice President and Chief Financial Officer Wayne Brownlee stated: "In a short period of time, the Fireworks Festival has become an important event for Saskatoon. It attracts more than 50,000 people to our riverbanks. PotashCorp is thrilled to support that success, and I'm very pleased to announce today that PotashCorp has partnered with the Fireworks Festival to become its new title sponsor."

"The Fireworks Festival is very special," said Mayor Donald Atchison. "Thousands of people come together to enjoy the festival at our magnificent River Landing. This is the type of celebration and festival we envisioned at River Landing when we embarked on this project. Having a tremendous sponsor such as PotashCorp step forward





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and make a multi-year commitment to the Fireworks Festival allows the organizers to continue to make the festival available free of charge for all residents.”

Todd Brandt, President & CEO of Tourism Saskatoon added: “An important element of a vibrant community is the way the community celebrates its cultural, artistic and physical assets. The Fireworks Festival honours and celebrates all of this. It is a great feature that attracts thousands of visitors and former residents into the city, but it is also a strong motivator for residents to plan their time in the city. This type of festival definitely creates excitement in our city. Our restaurants, hotels, theatres and cafes are all bustling with business over the summer months, and festivals like this one only contribute to that success.”

According to Shad Ali, “the 2010 PotashCorp Fireworks Festival will feature over 20 entertainers at four venues. The Festival Pavilion at Rotary Park will showcase eight local bands over the two nights, the Amphitheatre Stage at River Landing will showcase 10 cultural performing groups, the Remail Arts Centre will feature Bassavoce for two nights, and the Riverfest Stage will feature a yet to be named entertainer. Exciting additional features like a water taxi, the Road Map Bike Valet, and the Brainsport Shoe Donation Program will once again be offered.”

“And watch for some really exciting additional announcements as the summer progresses,” added Ali.

*The PotashCorp Fireworks Festival will be held the Friday and Saturday of the Labour Day weekend – September 3<sup>rd</sup> and 4<sup>th</sup>, 2010 on the banks of the South Saskatchewan River in Saskatoon. Prime viewing is accessible from Rotary Park and River Landing. Parking is limited so please consider walking, biking, or taking public transit to the site. A complimentary bike valet service will be available onsite. For more information, visit: [www.potashcorpfireworksfestival.ca](http://www.potashcorpfireworksfestival.ca).*

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**\*\* NOTE: event photos are available upon request**

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