



\$47,352 Raised at Toronto Boat Show's Special Preview Night Benefitting Children's Charities This Summer

Community & Industry support has raised more than \$630,000 to date

TORONTO: May 30, 2013 – The Toronto International Boat Show announced today that this summer the **\$47,352** raised by its 2013 *Special Preview Night* will positively impact the lives of children through its three designated beneficiaries:

- **Toronto Star Fresh Air Fund** – “This tremendous donation will help The Toronto Star Fresh Air Fund support 103 camps this summer and allow as many as 25,000 underprivileged and special needs children enjoy an unforgettable camp experience,” says Barb Mrozek, Director, Toronto Star Charities and Philanthropy. “We are truly grateful for the hard work and efforts put into this event to help give children a memory that will last a lifetime.”
- **Ontario Sailing: Able Sail, Access BOOM Program** – Travelling around the province with a trailer of specially designed Australian Access Dinghies, the mobile Access BOOM sailing program makes the opportunity to sail possible for children and young adults dealing with disabilities. With a well-designed weighted dagger board ensuring they will not capsize, the boats each accommodate one to two participants. “This year’s generous support of *Special Preview Night* means we can start the process to order another one or two boats to help replenish our aging fleet,” says Glenn Lethbridge, Executive Director, Ontario Sailing. As boats must be ordered from overseas, taxes, duty and transportation can drive costs up to about \$10,000 each.
- **CNIB Lake Joe Summer Camp** – “This generous donation enables CNIB Lake Joseph Centre to provide additional waterfront programming for children and youth with vision loss,” says Ryan Chin, CNIB, Manager, Community Giving. “Each summer, hundreds of people who are blind or partially sighted have an opportunity to participate in waterfront programs such as pontoon boat rides, fishing, waterskiing, wakeboarding, and water tubing. This tremendous support allows CNIB to empower more children and youth with the skills, confidence and opportunities they need to fully participate in life and, above all, to have fun on the water!”

– more

“It’s extremely gratifying that our industry is able to support these initiatives that directly impact the quality of life of children in our community,” says Toronto Boat Show Manager Cynthia Hare. “The added bonus is that the evening provides a unique shopping experience for the consumer.”

More than 1,200 boating enthusiasts turned out for Toronto Boat Show’s 2013 *Special Preview Night* Supporting Children’s Charities. VIP ticket holders previewed the entire show Friday, January 11, without large weekend crowds, and with one-on-one access to the show’s 550 exhibitors. Attendees bid on more than 100 live and silent auction items, including this year’s bidding showpiece – a sizzling Crownline 19SX sport boat package donated by Pride Marine Group and Crownline. They also enjoyed entertainment of live bands, a spectacular array of delicious catered cuisine, and drink stations located throughout the Direct Energy Centre.

To date, the Toronto International Boat Show’s *Special Preview Night* has raised more than **\$630,000** for charities and causes close to the hearts of the boating community.

The 2014 Toronto International Boat Show runs **January 11 to 19** at the Direct Energy Centre, Exhibition Place. Tickets for *Special Preview Night*, **Friday, January 10**, will be **available November 1st on TorontoBoatShow.com**.



About the Toronto International Boat Show

More boats are purchased at the Toronto International Boat Show than any other place or event in Canada. Owned and produced by Canadian Boat Shows, and celebrating 56 years in 2014 as one of the preeminent selling venues for the recreational boating industry, it is one of the largest consumer boat shows in North America. Each year generating more than \$354 million in economic impact to the region, during the last five years the Toronto International Boat Show has annually attracted more than 550 exhibitors and an average attendance of more than 76,000 visitors.

-30-

Attached photo, 2013 Special Preview Night Charity Recipients, L-R: Ryan Chin, CNIB; Barb Mrozek, Toronto Star Fresh Air Fund; Cynthia Hare, Toronto International Boat Show; Glenn Lethbridge, Ontario Sailing.

Media Contact:

Vanessa Andres

416-628-5612

vandres@holmespr.com