

MEDIA ALERT

June 17, 2009

FOR IMMEDIATE RELEASE



Featuring

The First Ever
SALSA
at
BLUE MOUNTAIN
SATURDAY, JUNE 27

The Second Annual
SALSA
at
ontario place
SATURDAY, JULY 4

The Fifth Annual
SALSA
at
ST. CLAIR
STREET FESTIVAL
SATURDAY, JULY 11
SUNDAY, JULY 12

Ontario Summer Salsa Tour
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¡BIENVENIDOS!

All are welcome to join in on the fun at three Latino Style festivals

2009 ONTARIO SUMMER SALSA TOUR 3 SIZZLING WEEKENDS = 3 EXCITING EVENTS

New “Salsa at Blue Mountain” in Collingwood on Saturday
June 27 will launch Tour that will include
“Salsa at Ontario Place” and “Salsa on St. Clair”

Pack your maraca and your best dance shoes because this summer TLN Television, the Hillcrest Village BIA, Ontario Place and the Blue Mountain Village Association have joined forces to take Canada’s largest Latino street festival on tour with new dates and new locations. Three exciting Salsa Festivals over three weekends will showcase live world class Latin music, onsite Salsa dance lessons, delicious Latin flavours and fun for the entire family. The newly formed *Ontario Summer Salsa Tour* will feature the first ever *Salsa at Blue Mountain* on Saturday June 27, the second annual *Salsa at Ontario Place* on Saturday July 4 and the fifth annual *Salsa on St. Clair* on Saturday July 11 and Sunday July 12.

“The expansion of the Salsa Festival project and the launch of the Tour is a sign of the rising influence of Latin culture across Canada,” said John Montesano, VP and GM at TLN Television. “We are excited to promote Latin-themed events with various unique twists for each of our great partners and the result will be more ways than ever before for revellers to join in on Salsa-inspired fun.”

What: The First Ever Salsa at Blue Mountain

When: Saturday, June 27, 2009
3:00 p.m. to 10:00 p.m.

Where: The Village at Blue Mountain
Collingwood, Ontario

The first stop on the sizzling Ontario Summer Salsa Tour is the inaugural *Salsa at Blue Mountain*. Don’t miss this FREE family street party as the Village at Blue Mountain becomes a showcase of Ontario’s Latin cultures. Put on your dancing shoes and enjoy a fun-filled day for the entire family at one of Ontario’s hottest all-season resorts!

‘We’re thrilled to be chosen as one of the destinations for the Salsa Tour and excited to

Great photos available upon request



introduce the Village at Blue to Latino families and Salsa lovers,” said Patti Kendall, Marketing & Events for the Village at Blue. “Come on up, park your car and have fun, it all happens at Ontario’s favourite pedestrian village.”

What: The Second Annual Salsa at Ontario Place

When: Saturday, July 4, 2009
10:00a.m. to 10:30 p.m.

Where: Ontario Place
Toronto, Ontario

The next stop on the Tour will take us to the waterfront of Lake Ontario. Ontario Place is a world class attraction that has been entertaining families and kids since 1971. This summer, Ontario Place re-ignites its Salsa spirit with the 2nd annual **Salsa at Ontario Place**. Take in the sights and sounds of Salsa’s hottest bands and dancers while at the same time enjoy all of the park’s great rides and attractions. This year’s event will feature a special children’s Salsa exhibition and conclude with a spectacular fireworks display.

“Ontario Place is excited to be part of a world-class festival that keeps getting bigger and better each year,” said Ontario Place General Manager, John Tracogna. “As part of the Ontario Summer Salsa Tour, the 2nd annual Salsa at Ontario Place will reach new heights in our brand-new outdoor entertainment facility, Heritage Square.”

What: The Fifth Annual Salsa on St. Clair

When: Saturday, July 11, 2009
Noon to 11:00 p.m.

Sunday, July 12, 2009
Noon to 8:00 p.m.

Where: St. Clair Ave West - Hillcrest Village between Winona Dr. and Christie St.
(West of Bathurst St.) Toronto, Ontario

The final stop on the Ontario Summer Salsa Tour is the 5th annual **Salsa on St. Clair Street Festival**. This FREE family street party celebrating Toronto’s Latin cultures transforms midtown Toronto’s Hillcrest Village, between Winona Drive and Christie Street, into a showcase of Latin life.

“Salsa on St. Clair has helped to put this neighborhood on the map,” said Victor Cappella, Co-Chairman of the Hillcrest Village BIA. “We’re expecting even bigger things this year with the newly expanded Ontario Summer Salsa Tour.”

“Everyone who comes to Salsa has an unforgettable time celebrating Latin culture with music, dancing and a couple hundred thousand friends,” added Councillor Joe Mihevc, Ward 21, St. Paul’s West.

Mark your calendars and join in the carnival of fun at this summer’s hottest parties as Salsa fever takes over the entire province with the *Ontario Summer Salsa Tour!*

Log on to tlnv.com/salsa for additional festival information.