



HARMONY MARKETING ANNOUNCES REDPATH SUGAR AS TITLE SPONSOR FOR THE TORONTO WATERFRONT FESTIVAL 2010

**-- Festival sponsorship celebrates Redpath's 50th Anniversary on Toronto Harbour --
-- Festival welcomes the Great Lakes United TALL SHIPS CHALLENGE® --**

TORONTO, June 19, 2009 – Harmony Marketing is extremely pleased to announce that Redpath Sugar has come aboard as Title Sponsor for the Toronto Waterfront Festival 2010. This Festival will take place next year over Canada Day weekend (June 29th to July 4th) and will feature the Great Lakes United TALL SHIPS CHALLENGE® as one of its many attractions.

“Redpath Sugar is proud to be celebrating its 50th anniversary on Toronto’s harbour and its contribution to this city’s economy, and history,” said Jonathan Bamberger, President of Redpath Sugar. “This festival is another way for Redpath to support and celebrate the tremendous achievements in transforming the waterfront into one of the best places in the world to work, live and play.”

Lea Parrell, President of Harmony Marketing, said “We are proud to have secured the title sponsor for this significant event that will highlight Toronto’s 2010 summer season. Over the next 12 months our team will continue to work securing additional Festival Partners. We expect to announce a major Media Partnership for the festival in the coming weeks.”

“I am also thrilled to announce that Tracey Baker has joined our company as Senior Consultant,” Parrell continued. “Tracey brings over 15 years of strategic marketing and business development expertise to Harmony Marketing, having worked in a wide range of sectors with responsibilities at all levels of those organizations. She will be an integral part of the Redpath Waterfront Festival 2010 marketing team.”

Toronto will be the first major port in the Great Lakes System for next year’s TALL SHIPS CHALLENGE®. Coordinated by the American Sail Training Association (ASTA), the Great Lakes United TALL SHIPS CHALLENGE® is a series of races and festivals intended to introduce Tall Ships from around the world to the ports of North America’s Great Lakes.

The Toronto Waterfront Festival 2010 will also have a strong environmental focus due to the partnership between Great Lakes United and TALL SHIPS CHALLENGE®. Great Lakes United is an environmental organization set to launch a Conservation Initiative that will re-define issues surrounding water consciousness in the Great Lakes region.

“The **Waterfront BIA** is thrilled to be bringing an international fleet of Tall Ships to our city next year,” said Kevin Currie, Chair of the Waterfront BIA. “Over the course of the four-day Festival we have the opportunity to welcome up to a million visitors to the Waterfront as we play host to these historic ships and their international crews. Tall Ship events are renowned the world over for delivering both on the social context, through sail training initiatives, and on economic impact thanks to their broad public appeal.”

HARMONY MARKETING will work alongside KRISTA SLACK & AYLETT to produce and market the Redpath Waterfront Festival 2010.

‘It is truly a great moment in a professional career when you have the opportunity to strategically plan and produce a new major event that also happens to center around a personal passion – in my case sailing.’ says Krista Slack, Producer/Strategic Designer, Krista Slack + Aylett Inc. “ The Redpath Waterfront Festival 2010 – Great Lakes United TALL SHIPS CHALLENGE®, is still a year away, but promises to be a rewarding challenge that provides an opportunity for Krista Slack + Aylett and our client the Waterfront BIA, to work with one of the most interesting, passionate, dedicated ‘salt of the earth’ fraternities in the world.”

HARMONY MARKETING:

Harmony Marketing is a full service marketing company that provides expertise in Marketing and Strategic Development, Corporate and Media Partnerships, Public Relations and Communications, events and television broadcasting. Founder and President Lea Parrell and the Harmony Marketing team have been responsible for creating some of the most successful marketing plans, corporate partnerships, events, and cause-related marketing programs in Canada.

KRISTA SLACK + AYLETT INC. (KS+A) is one of Canada’s premier event production companies, with 20 years of experience and a reputation for creating outstanding customized events and brand installations. A full-service event marketing company, KS+A offers expertise in event design and production, bringing its clients innovative, trend-savvy ideas delivered with technical and logistical know-how.

WATERFRONT BIA:

Toronto’s urban waterfront is a stone’s throw from the downtown and financial core. Our many recreational and cultural activities add to the allure of this unique neighbourhood. Lake Ontario and the Toronto Islands form a spectacular backdrop to our beautiful waterfront promenade, its hotels, shops, services, restaurants, parks and gardens. *Living, working, shopping, dining. It’s Better By the Water.*

For more information, please log onto www.harmonymarketing.ca or contact Natisha Patel, Harmony Marketing at 416-894-0702.