



**For Immediate Release:
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**TOURISM PARTNERSHIP OF NIAGARA APPOINTS MACLAREN MCCANN AS NEW
FULL-SERVICE MARKETING AGENCY OF RECORD**

Niagara Falls, ON – Network MacLaren McCann has been selected as the full-service marketing agency of record for Tourism Partnership of Niagara (TPN), a not-for-profit Regional Tourism Organization funded by the Ontario Ministry of Tourism, Culture and Sport (MTCS), which promotes travel to Niagara under the Niagara Canada brand.

“Tourism is an integral economic driver for the Region with over 17 million visitors and close to \$2 billion in tourism receipts annually. The Tourism Partnership of Niagara requires an agency that has the expertise and resources to evolve the Niagara Canada brand to the next level,” said Janice Thomson, Chair Tourism Partnership of Niagara.

“It was evident from the start that MacLaren McCann wanted our business,” added Jody Larose, Executive Director Tourism Partnership of Niagara. “At every stage of the evaluation process they demonstrated above and beyond why they are one of the industry’s best. They have great people and relevant expertise in the travel and tourism category. We are excited to partner with them and are confident they share our vision to make Niagara the #1 tourism destination in North America.”

The appointment follows a formal request for proposal (RFP) process initiated by TPN in April 2015. MacLaren McCann will be responsible for brand strategy and planning, advertising, and media planning and buying for the organization commencing in July 2015. Key projects will include a strategic brand review and redesign of the Niagara Canada website (www.visitniagaracanada.com).

“We wanted to demonstrate our strategic and creative approach in the RFP, as well as the passion we have for the entire Niagara region and the tourism category”, said David Leonard, President and CEO of MacLaren McCann. He adds, “We’re thrilled to win the Tourism Partnership of Niagara business. And we’re ready to roll up our sleeves and help this destination brand realize its full potential.”

MacLaren McCann succeeds Loud + Clear, a Niagara-based agency that has serviced Tourism Partnership of Niagara since 2011.

“We thank Loud + Clear for their role in establishing the Niagara Canada brand over the past four years,” said Larose. “They have been dedicated partners who have made a significant contribution to our organization.”



About Tourism Partnership of Niagara: The Tourism Partnership of Niagara (TPN) is a non-profit industry led organization funded by the Ontario Ministry of Tourism, Culture and Sport. Our sub-regional partners Niagara Falls Tourism, Tourism Niagara-on-the-Lake, City of St. Catharines Department of Economic Development and Tourism, Twenty Valley Tourism Association and Niagara's South Coast Tourism Association share our vision to become the #1 international tourism destination in North America. We will enhance and grow a highly competitive tourism region through visitor-centric strategies and build a strong relevant brand to support and strengthen Niagara's reputation as a world-renowned destination.

About MacLAREN McCANN:

Founded in 1922, MacLaren McCann is Canada's premier marketing communications company and a part of the renowned worldwide McCann network. With offices in Toronto, Calgary, Edmonton, Vancouver, Montreal and Atlantic Canada and over 400 employees, we provide innovative, integrated and strategic advertising and marketing for our clients under the creative philosophy "Truth Well Told".

Media Contact:

Jillian Nero, Marketing Manager, Tourism Partnership of Niagara

o: 289-477-5344

c: 905-351-7880

jillian.nero@niagarasrto.com