



FOR IMMEDIATE RELEASE

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# MEDIA RELEASE

## Niagara Falls Tourism Campaign featuring Alessia Cara Takes Top International Honours as Prestigious Accolades Grow

- **One-of-a-kind Collaboration Earns ‘*Absolute Best Campaigns and Talent from 2022*’ at London UK’s Drum Awards for Marketing and ‘*Gold*’ at the New York Festivals TV & Film Awards**
- **Campaign earns over 240 million impressions; 820,000 video views; 30+ earned media placements, including Rolling Stone**

(Niagara Falls, Canada) June 20, 2022 – Niagara Falls Tourism is celebrating two top prestigious international awards for its one-of-a-kind collaboration with Grammy award-winning Canadian singer-songwriter Alessia Cara to produce ‘**Alessia Cara Live from Niagara Falls**’. The ground breaking marketing campaign is the first of its kind for destination marketing organizations successfully bringing together Ontario’s tourism, live music and film sectors to promote Niagara Falls, Canada.

- **The Drum Awards For Marketing in London, UK – *The Absolute Best Campaigns and Talent from 2022***

Niagara Falls Tourism achieved top honours in the Music and Entertainment Category at The Drum Awards for Marketing earning the distinction over top international nominees in this category including Ed Sheeran, The Spice Girls, Kanye West and HBO. The 'Alessia Cara Live from Niagara Falls' virtual concert was declared one of *The Absolute Best Campaigns and Talent from 2022*. The Drum Awards is a global awards program which recognizes best practices, the best companies and the best people from across the marketing and communications industry.

- **New York Festivals TV & Film Awards – *Gold***

Niagara Falls Tourism was also recently awarded Gold at the New York Festivals TV & Film Awards for the innovative collaboration. The 'Alessia Cara Live from Niagara Falls' virtual concert and Niagara Falls showpiece proudly took home Gold in the Branded Documentary category. This award places the Niagara Falls tourism industry on a world stage where nominations across multiple categories included Disney, The Emmy Awards, BBC, ESPN, Apple TV, Netflix and branded work from tourism destinations such as Iceland, Greece, Portugal, UK, Austria and more.

### Quotes

“We are extremely grateful to Ontario’s Ministry of Tourism and local tourism stakeholders for the financial support that made this project possible,” said Joel Noden, Chair of Niagara Falls Tourism.

“This award-winning project brought together Ontario-based film, tourism and performing arts sectors under the umbrella of Ontario’s Ministry of Tourism to create a win-win-win synergy that has proven to



be a major success uplifting the destination with new and existing demographics while reaching millions of eager travellers.”

Niagara Falls Tourism President and CEO, Janice Thomson said, “We are thrilled to be recognized internationally for Niagara Falls Tourism’s leadership in innovating groundbreaking marketing collaborations. Featuring Niagara Falls as the backdrop to launch fresh music serves as a reminder that Niagara Falls is the Entertainment Capital of Canada. Partnering with outstanding talent on this production, Ontario-born artist Alessia Cara has extended our reach far beyond the industry’s highest benchmark for destination marketing.”

Further, President of the Tourism Partnership of Niagara, Anthony Annunziata added, “This partnership was about supporting Niagara Falls Tourism as they work to position Niagara Falls as a key player in Canada in showcasing live entertainment.”

## Resources

- See the project case study video [here](#)
- As seen on **The Late Show with Stephen Colbert on July 19<sup>th</sup>**
  - Alessia Cara “Sweet Dream” live from Niagara Falls, Canada [here](#)
- As shared on **The Late Show with Stephen Colbert social channels on July 19<sup>th</sup>**:
  - Alessia Cara “Shapeshifter” live from Niagara Falls, Canada [here](#)
- As seen on **MTV Fresh Out Live**
  - Alessia Cara “Sweet Dream” live from Niagara Falls, Canada [here](#)
- Images from the production can be found [here](#)

## About the Campaign

Produced in the summer of 2021, the Niagara Falls documentary features Alessia Cara performing live in breathtaking iconic locations to showcase the beauty of Niagara Falls in a new, dramatic light to build excitement around Niagara Falls, Ontario as the place to go for live entertainment. The award-winning documentary was a one-hour special combining new music premieres, new acoustic arrangements and candid interviews. The film premiered nationwide on CityTV in August 2021 and is posted to Alessia Cara’s [YouTube Channel](#).

Niagara Falls Tourism broke new ground with this campaign, a first of its kind for destination marketing organizations in Canada, placing Niagara Falls in the crest of music culture with a concept and world class execution that exceeded all expectations and an initial benchmark of 500,000 views. Video clips from the campaign were featured on The Late Show with Stephen Colbert, MTV and etalk Canada, and reported on dozens of outlets across Canada and around the world, including [Rolling Stone](#). To date, *Alessia Cara Live from Niagara Falls* campaign has earned over **240 million impressions, 820,000 video views, and 30+ earned media placements with a combined value of \$4.5 million.**

This project kick-started business recovery post-Covid pandemic and recognized live music in Niagara Falls as an important sector of the tourism industry, leading to the launch of *Niagara Falls MUSIC LIVE*. This live music event series held throughout the year averages 50+ performances in over 20+ venues across the city and sealed Niagara Falls Canada’s designation as a **‘Music City’** in recognition of the city’s vibrant music economy.

The execution for this live performance was a coordinated effort by [Niagara Falls Tourism](#) with advertising agency Zerotrillion, production company Nordest, and Alessia Cara's management team as part of a larger production to promote tourism in Niagara Falls, Canada. Proudly presented in partnership with funding provided by the Tourism Partnership of Niagara and the Government of Ontario.

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**For Interview Requests Please Contact:**

Irene Knight, Public Relations Manager  
Niagara Falls Tourism  
[iknight@niagarafallstourism.com](mailto:iknight@niagarafallstourism.com)  
C: 905-651-5790

**About Niagara Falls Canada**

Overlooking the legendary Canadian Horseshoe, American and Bridal Veil waterfalls, Niagara Falls is a four-season destination renowned for its awe-inspiring natural wonders combined with world-class accommodation, thrilling entertainment and a burgeoning culinary scene. Visitors from Ontario, across North America and around the world who come to experience nature and adventure, discover family fun, feel the romance and explore unique and memorable experiences have made it Canada's premier entertainment destination and a world-renowned bucket list destination.

**About Niagara Falls Tourism**

Niagara Falls Tourism (NFT) is the official Destination Marketing Organization (DMO) for the City of Niagara Falls, Ontario, Canada, representing almost 400 member establishments in Niagara Falls, including members throughout the Niagara Region. Welcoming almost 14 million visitors into the destination each year, NFT promotes the tourism and hospitality sector to visitors around the world. Dynamic marketing campaigns and signature events inspire visitors to explore Niagara Falls and support the success of local business. NFT fosters the international reputation of Niagara Falls as a four-season bucket-list destination and Canada's entertainment capital.

- Niagara Falls Itinerary Ideas: [Niagarafallstourism.com/blog/itinerary/](https://www.niagarafallstourism.com/blog/itinerary/)
- Attraction Packages: [Niagarafallstourism.com/attraction-packages/](https://www.niagarafallstourism.com/attraction-packages/)
- Niagara Falls 24/7 Live Cam: [Niagara Falls Live Stream](https://www.niagarafallstourism.com/live-stream/)

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