

# MEDIA RELEASE

## Niagara Falls Tourism Welcomes Toronto Blue Jays Home to Canada #WeAreBlueJays @NiagaraFallsTourismCanada

**Niagara Falls, ON** – Niagara Falls Tourism is partnering with the Toronto Blue Jays to celebrate the team's return home to Canada as they make their way to Rogers Centre for the first true home game in nearly two years.

As part of a Canada-wide celebration, Niagara Falls will light iconic landmarks in the team's colours on Thursday, July 29<sup>th</sup>, the night the team arrives back in Canada ahead of the July 30<sup>th</sup> Home Opener. The Niagara Falls Illumination Board will light both the Canadian Horseshoe Falls and American Falls in blue & white from 10:00 pm – 10:30 pm. The Skylon Tower and Fallsview Casino will also be lit in blue & white for the occasion on Thursday night. Continuing the celebration, attractions and visitors throughout the city will show their love for Canada's baseball team by sharing photos with a Blue Jays flag at other iconic Niagara Falls locations including Niagara City Cruises, the Niagara SkyWheel on Clifton Hill, and of course, in front of the mighty Falls.

"Niagara Falls Tourism and our destination's experiences are thrilled to join Canada in celebrating the return of the Toronto Blue Jays," said Janice Thomson, President and CEO of Niagara Falls Tourism. "The illumination of Niagara Falls in blue & white is a breathtaking welcome home for Canada's beloved Blue Jays and a unique symbol of the united support the team has received from both nations these past two years."

"As the nation celebrates the return of baseball to Canada from coast-to-coast-to-coast, the illumination of Niagara Falls is a truly special welcome back, especially on the route between the Blue Jays' home away from home in Buffalo, and our true home in Toronto," said Marnie Starkman, Executive Vice President, Business Operations, Toronto Blue Jays.

Footage of the illumination will be shared on the game broadcast (Sportsnet) and social (@BlueJays) during the first home game in Toronto on July 30, 2021. A special edition of Blue Jays Central on Sportsnet begins at 6 p.m. ET, ahead of first pitch at 7:07 p.m. vs. the Kansas City Royals.

### Links:

- Photos for media use available [here](#)
- Livestream of the Falls Illumination from Fallsview Casino Resort in Niagara Falls [here](#)
- Find more information about Niagara Falls illuminations [here](#)

Approximately half of North America's population, more than 152 M people, are within a 1-day drive (less than 1,000km/620m) to Niagara Falls. For anyone wanting to see the Falls Illumination in person, visit [www.niagarafallstourism.com](http://www.niagarafallstourism.com) for a variety of resources to help plan your getaway.



## Niagara Falls Resources

- Niagara Falls Itinerary Ideas: [Niagarafallstourism.com/blog/itinerary/](https://niagarafallstourism.com/blog/itinerary/)
- Attraction Packages: [Niagarafallstourism.com/attraction-packages/](https://niagarafallstourism.com/attraction-packages/)
- Hotel Packages: <https://book.niagarafallstourism.com/>
- Parking: <https://www.niagarafallstourism.com/plan/parking/>
- Getting here: Toronto to Niagara Falls [GO Train Service](#)
- Niagara Falls' commitment to guests and employees: [SafetoPlay.ca](https://safetoplay.ca)

## Health and Safety

The province of Ontario is currently in Step Three of the Roadmap to Reopen with capacity limits for indoor and outdoor activities based on maintaining a physical distance of 2m/6ft from others. Visitors are asked to please follow all public health guidelines to stop the spread of COVID-19.

-30-

## About Niagara Falls Canada

Overlooking the legendary Canadian Horseshoe Falls, 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. Canada's #1 leisure travel destination, Niagara Falls is just far enough away to escape with friends and family to make new memories and surround yourself with nature, adventure and history.

## About Niagara Falls Tourism

Niagara Falls Tourism is the Official Destination Marketing Organization (DMO) for the City of Niagara Falls, Ontario, Canada. Representing almost 400 member establishments within the city limits of Niagara Falls and including members throughout the Niagara Region.

## The Niagara Falls Illumination Board

All special illumination requests of the Falls are reviewed and approved by the Niagara Falls Illumination Board, which has financed and operated the "illumination of Niagara Falls" since 1925. The Niagara Falls Illumination Board is made up of representatives from the City of Niagara Falls Ontario, City of Niagara Falls New York, Ontario Power Generation Inc., New York Power Authority, New York State Office of Parks, Recreation and Historic Preservation and The Niagara Parks Commission. It is the Illumination Board's responsibility and mandate to finance and maintain the nightly illumination of both the Canadian Horseshoe and American Falls.

## Media inquiries:

Irene Knight, Public Relations Manager

Niagara Falls Tourism

[iknight@niagarafallstourism.com](mailto:iknight@niagarafallstourism.com)

C: 905-651-5790

For more information about visiting Niagara Falls, please visit [NiagaraFallsTourism.com](https://NiagaraFallsTourism.com)

Facebook: @NiagaraFallsTourismCanada

YouTube: @NiagaraFallsTourism

Instagram: @niagarafallstourismcanada

Blog: [NiagaraFallsTourism.com/blog](https://NiagaraFallsTourism.com/blog)

Twitter: @NFallsTourism

#ExploreNiagara