



**For Immediate Release
May 7, 2008**

**Niagara Convention & Civic Centre is “Open For Business” with the Unveiling of the
New Brand and Establishment of a Temporary office**

***Falls Management Company Recognized for Generous Support of the
Convention Centre Project***

Niagara Falls (May 7, 2008) - In front of an audience of tourism and Niagara Region stakeholders, the new brand for the Niagara Convention & Civic Centre (NCCC) was unveiled at the Fallsview Casino Resort, the home of the new temporary office for the NCCC.

Kerry Painter, President and General Manager of the Centre showcased the new logo and creative positioning, while reinforcing to the audience that they are open for business and actively working on bookings. The first booking for the NCCC was the 2014 Federation of Canadian Municipalities conference.

Painter, who has previously operated various public assembly facilities in Detroit, San Francisco and suburban New Orleans and assumed her role with the NCCC on April 15, spoke about the collaborative process that has been undertaken with tourism stakeholders across the Niagara Region in developing the NCCC brand and positioning of the facility as “unconventional”.

“The process of developing the brand and creative involved a wide variety of individuals and organizations from across the Region. It was clear from their input that we needed to communicate to the world that Niagara is not your typical convention destination. At NCCC, we will deliver “Unconventional Experiences” to our customers. The advice from our stakeholders on how to best capture that in our brand was invaluable. With this process complete, I look forward to rolling up my sleeves and finalizing our marketing strategy in our new office here at Fallsview Casino Resort,” said Painter.

The positioning and identity for the centre was created by Cundari SFP, a branding, design and communications agency that also represents Four Seasons Hotels. The logo was developed following extensive research on how best to position the new convention facility in the North American marketplace. The logo has two parts – the vertical lines representing an original and fresh interpretation of the Falls and the wave form that makes reference to the relationship between the Falls and the Niagara River. The actual line weights, lengths and colours were chosen to match the key attributes, resulting in a symbol that communicates the range of vivid multi-sensory experiences offered by the Niagara Region.



Prior to the unveiling of the brand, Dr. Dragan Matovic, Founding President and Project Director of the NCCC, recognized the leadership role of Falls Management Company, the operator of Casino Niagara and Fallsview Casino Resort, in supporting the development of the Niagara Convention & Civic Centre.

Bruce Caughill, Vice President of Falls Management Group told the audience that Falls Management is acutely aware of the importance of tourism to this community and thus, proud to fulfill their commitment to a new attractor in Niagara Falls by investing in this project.

“We are particularly pleased to be providing Kerry Painter and her team with 1,500 square feet of high-visibility street-level office space at no charge – where so much of the hard work on the Convention Centre project will take place,” said Caughill.

The new office space is set to open in early June 2008. Other project milestones that were announced by Dr. Matovic included purchasing the land required for the NCCC, securing funding from all major project contributors and working with the City of Niagara Falls and MHPM, Canada's largest facility project management firm, to issue a Design-Build RFP this summer.

For additional information, please contact:

Carrie Kormos, OEB Enterprise
(416) 456-5606 / carriekormos@oebenterprise.com