



FOR IMMEDIATE RELEASE

MONDAY, FEBRUARY 1, 2010

FEB FEST – A TRUE COMMUNITY CELEBRATION

With these tough economic times many businesses have found themselves forced to cut back on “unnecessary” spending. Many companies have cited sponsorship as a key area with which to decrease spending. Such is not the case in Kingston; Feb Fest’s key past sponsors (and new ones) are once again ensuring the continuation of Kingston’s favourite winter festival through their support.

The Kingston Accommodation Partners (KAP) were the title sponsor of the event at its inception six years ago and have held on to the position ever since. “KAP support the event whole-heartedly. It comes not just from Deanna Davies and those working at the office, but each and every member of KAP genuinely wants to ensure the continued success of Feb Fest,” says organizer Michèle Langlois.

Tim Horton’s Kingston has proudly sponsored the public skating each of the six years as well. Tim Hortons will present close to 75 hours of skating during the seven day festival this year. FebFest is expected to draw over 30,000 attendees in ‘10 with the fabulous lineup.

Celebrate Ontario’s generous sponsorship of Feb Fest will allow Elvis Stojko to star at Imagination on Ice and Canadian legend, Tom Cochrane with Red Rider to perform at the K-Rock Centre.

Each of Kingston’s media outlets have also been keen to continue sponsorship again this year. This valuable support began as Media’s contribution to the revitalization of Market Square and continues as strong support for Feb Fest. This support allows Feb Fest to be better and more regionally advertised, helping to create a bigger buzz and more people heading downtown to partake in the activities.

Feb Fest’s committee and organizers would like to take this opportunity to thank all of the businesses and individuals who help to make the festival a success. Without their support, the festival would never be or have been the smashing success it is today.

Please see the attached pages for a full list of 2010 Feb Fest sponsors.

Feb Fest runs from February 1st through the 7th. Check out www.downtownkingston.ca for a full listing of events.

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For more information contact:

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2010 Sponsors

Presented by:



Founding Sponsors:



Public Skating sponsored by:



Limestone Classic Team sponsors:



Concert presented by:



Imagination on Ice presented by:



Bnai Brith Kingston



Snow Sculpture Competition sponsored by:



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