



Media Release

Holiday Magic Receives Festival & Events Ontario Innovation Award

Owen Sound, Ontario
Thursday, March 9, 2023

The Owen Sound River District and the City of Owen Sound are proud to announce it is the recipient of a Festival & Events Ontario Innovation Award for Holiday Magic 2022.

The award ceremony was held last night, Wednesday, March 8, 2023, at the [Festival & Events Ontario](#) (FEO) annual conference held in Niagara Falls, Ontario.

New for 2023, the FEO Innovation Award recognizes the achievement of a festival/event that has introduced creative, effective solutions to strengthen events, appeal to a broader audience, or enhance the experience for patrons. This may include new sponsorship activations and fundraising campaigns, the use of innovative technology to increase sales or overall guest experience, a public-private partnership, or other transformational or entrepreneurial methods to strengthen the festival/event.

The Innovation Award winners will receive a feature on the FEO website, included on social media, and in digital communications, promotions with media outlets, highlighted by travel writers as well as special mentions with the [Tourism Industry Association of Ontario](#).

The Festival & Events Ontario awards program recognizes exceptional events, municipalities, suppliers, volunteers, and sponsors for their dedication and innovation regarding the Festival and Events industry despite ever-changing parameters, requirements, and conditions.

In 2019 the River District Board and City of Owen Sound entered into a new partnership toward maintaining and promoting the River District as a focus of growth and investment and a key cultural and tourism resource.

The nominations were selected from a pool of entries that fit the criteria for each award.

For more information, please contact Viveca Gravel, Community Development Coordinator, at 519-376-4440 ext. 1209 or email vgravel@owensound.ca.



Quick Facts:

- This is the first FEO award for the Owen Sound River District.
- Holiday Magic was a new River District event in 2021.
- Holiday Magic is scheduled for Saturday, November 18, 2023, in conjunction with the Kiwanis Club of Owen Sound and the Festival of Northern Lights.
- The City of Owen Sound was presented with two awards in 2023, recognizing the Sound Waterfront Festival from 2022 with a Top 100 and Impact Awards.
- FEO began in 1987 and is a not-for-profit organization representing, educating, and advocating for the Festival and Events industry. The Awards program has been recognizing exceptional events, municipalities, suppliers, volunteers, and sponsors.

