



## ***MEDIA RELEASE***

**Thursday, February 29, 2024**

***FOR IMMEDIATE RELEASE***

### **Barrie's Winterfest named a Top 100 Festival in Ontario**

(Barrie, ON) – The City of Barrie's [Winterfest](#) event has been named a 2024 Top 100 Award Winner by Festival and Events Ontario (FEO). The awards were given out on Wednesday, February 28 during FEO's "IMAGINE" Conference in Niagara Falls.

"Congratulations to the City's Recreation and Culture team on this exciting recognition. Barrie's annual Winterfest event draws thousands of visitors from across the province each year which contributes to the local economy and showcases Barrie as a vibrant four-season destination," said Mayor Alex Nuttall. "Thank you to everyone involved in organizing and supporting this event and to all those who attended and helped make it such a success."

The City's annual Winterfest has been recognized numerous times over the years as one of FEO's Top 100 Festivals and Events. The event features outdoor activities and entertainment hosted at Heritage Park and Meridian Place. Highlights include ice & snow sculptures, lumberjack shows, family entertainment, drop-in activities, skating, horse-drawn wagon rides, children's activities, marshmallow roasting, vendors and a fire show.

#### About Festivals & Events Ontario

Festivals & Events Ontario (FEO) was established in 1987 as an association devoted to the growth and stability of the festival and event industry in Ontario. FEO supports a lively, engaged and dedicated festival and events industry by sharing knowledge, enabling networking and providing leadership on education, advocacy and promotion. FEO operates Canada's largest dedicated festival and event Conference, publishes and distributes an annual consumer guide, promotes its industry festival supplier goods and services and oversees an industry-leading awards recognition program. The festivals and events industry in Ontario is estimated to generate in excess of \$2.3 billion annually in contribution to regional GDP, create/sustain approximately 50,000 full-year-equivalent jobs and foster approximately \$1 billion dollars in taxes at all levels of government.

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