



FOR IMMEDIATE RELEASE

Experience the Waterfront Through Another's Eyes ***My Waterfront Photo Exhibit* launches with Artist Preview Gala on September 30** **Gallery open to the public in Queen's Quay Terminal October 1-10**

Toronto, Ontario – September 19, 2011 – See the beauty of Toronto's Waterfront through the eyes of a photographer at the ***My Waterfront Photo Exhibit*** on display in Queen's Quay Terminal (207 Queens Quay West) from October 1-10. The exhibit showcases images from the 50 winning finalists of the **My Waterfront Photo Contest** and launches on Friday, September 30 from 6-8pm with an **Artist Preview Gala** in Queen's Quay Terminal to honour the finalists. In response to the demand, an additional block of 250 tickets for complimentary wine tastings have been added. Please RSVP to the **Artist Preview Gala** by Friday, September 30 at www.waterfrontbia.com. Check in at the WBIA booth on arrival to receive your tickets and be entered to WIN a fabulous Waterfront Hotel Stay-cation!

"Join us for the Artist Preview Gala where we will be honouring the finalists and their stunning photographs in the ***My Waterfront Photo Exhibit***, and experience FREE tastings from some of Ontario's finest wineries!" states Carol Jolly, Executive Director, The Waterfront BIA.

Amateur photographers submitted their original photos to the **My Waterfront Photo Contest** in the summer for a chance to be featured in the ***My Waterfront Photo Exhibit***. Photos were posted online where viewers could vote on their favourite pictures. The photo with the most *LIKES* received a Gift Certificate for either the Radisson Admiral Hotel or The Westin Harbour Castle Hotel.

From over 400 submissions, a panel of esteemed judges selected 50 finalists to be showcased in the ***My Waterfront Photo Exhibit***. Each photo is printed as a 24x36" poster and mounted by iPrintExpress and will be on display at the award-winning Queen's Quay Terminal from October 1-10, 2011. All entries were judged on overall impact, artistic merit, composition and technical excellence.

The panel of judges consists of: Don Shipley, the Creative Advisor for the Pan Am Games Toronto 2015; Julian Sleath, the Programming Manager of Special Events, Economic Development & Culture with the City of Toronto; Patrick Macaulay the Head of Visual Arts at Harbourfront Centre, Richard Bell the Executive Director of Niagara School of imaging and Ron Hartwell, Associate Photo Editor at the National Post.

Experience the delicious tastes from some of Ontario's finest wineries at the **Artist Preview Gala** with featured wineries Creekside Estate Winery, Legends Estates Winery and Muskoka Lakes Winery as well as Wine Rack who will be tasting Inniskillin Tenacity White. Food service proudly provided by IL FORNELLO Restaurant, Watermark Irish Pub and Sobeyes.

The **Artist Preview Gala** is part of the 2011 Culture Days weekend taking place coast to coast from September 30 to October 2, 2011. The first annual Canada-wide Culture Days celebration was held in September 2010 over three days in more than 700 Canadian cities and towns. Culture Days is a pan-Canadian celebration of arts and culture. Culture Days invites everyone to explore, discover and participate in arts and culture in every community across Canada.

About The Waterfront BIA:

Toronto's urban Waterfront is a stone's throw from the downtown and financial core. Our many recreational and cultural activities add to the allure of this unique neighbourhood. Lake Ontario and the Toronto Islands form a spectacular backdrop to our beautiful Waterfront promenade, its hotels, shops, services, restaurants, parks and gardens. Living, working, shopping, dining. It's better by the water.

About Queen's Quay Terminal:

Queen's Quay Terminal is an award-winning example of how a former industrial building can be converted into a mix of specialty retail, with over 20 shops, restaurants and cafes, a grocery store and a full service bank, offices on the 7 floors above and luxury residential condominiums on the top four levels. **Queen's Quay Terminal** recently won the 2010 BOMA Canada Earth Award in recognition of its environmental stewardship. Get into the 'Q' and savour the view from QQT's fabulous restaurants overlooking Lake Ontario.

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For additional information or interview requests, please contact:

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TOP 50 FINALISTS

<u>Image #</u>	<u>Title of Photo</u>	<u>Entrant</u>	<u>Hometown</u>
1	Morning of the Fireman's Memorial	Terry O'Neill	Toronto
3	Harbour Love	Terry O'Neill	Toronto
45	Mother Nature At Work	Wendy Procter	Toronto
150	Harbourfront At Dusk	Thomson Mathews	Etobicoke
162	An Evening at the Pier	Marjolaine Prudencio	North York
167	Yellow and Blue Toronto Waterfront	Pete Neely	North York
185	Full Moon Rising	Jim Orgill	Toronto
232	Solitude	Brock Chan	Toronto
234	Travel Dreams	Ryan Raz	Toronto
246	Sugar Beach in Winter	Martyn Weir	East York
250	View from the Island	Euntaek Oh	North York
252	Past to Present	Lynda Scott	Toronto
255	Saluting the Blue Nose	Jim Orgill	Toronto
267	Boy and His Concert	Charles Fung	Markham
280	CN Tower...Sailing away	Laurie Thomson	Thornhill
317	Bathurst Quay	Andy Barrow	Toronto
318	Setting Down	Muhammad Sharif	Toronto
326	Relaxing on Toronto Island	Jim Orgill	Toronto

367	Toronto Skyline	Ryan Lumampao	North York
368	Twilight Reflections	Alex Dounets	Toronto
377	Three Boats	Rocan Bradosty	Toronto
390	Life is Sweet on Sugar Beach	Aaron Cain	Toronto
436	The Pirates of the Waterfront	Denis Shorr	North York
438	The Wave	Pete Neely	North York
449	Flying over HTO Park	Yunus Dogan	Toronto
476	La Tour Onto	Joe Arrogante	Mississauga
494	A Seagull's View of the Waterfront	Tharan Parameshwaran	North York
540	Skyline from Polson Pier	Michael McCarthy	Toronto
565	Bench and Shadow	Pete Neely	North York
571	View from National Yacht Club	Greg Tokarz	Toronto
583	In Transit	Benson Kua	Scarborough
597	Stormy Weather	Jim Orgill	Toronto
601	Family Stroll	Tabitha Lavoie	Toronto
607	Canada's Birthday	Jim Bradford	Toronto
620	Swan Lake Love	Henry Smukler	Thornhill
677	Toronto Skyline	Andrew Hartl	Mississauga
679	Tall Ship Europa	Ana Luisa Santo	North York
698	Moonlight	Rocan Bradosty	Toronto
713	Pride of Baltimore II	Jim Orgill	Toronto
716	Waiting Sunset at the Harbour	Ronald Sapulete	York
717	Crystal Clear	Sandra Falcone	Toronto
741	Reflections Under the Bridge	Ryan Prosser	North York
759	Silent Water	Elly Dassas	Toronto
766	Isoelectric	Brad Leitch	Toronto
768	Waterfront at Dusk	Larry Miranda	North York
770	Waterfront Paradise	Sam Lui	North York
781	Lightning	Jim Orgill	Toronto
799	Quiet Moment	Ana Luisa Santo	North York
814	Orange Tower for Jack	Darla Sycamore	Toronto
838	Kayak Buddies	Melanie Buckle	Toronto