



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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