

# OFFICIAL MEDIA RELEASE

## The Niagara Parks Commission

7400 Portage Rd., P.O. Box 150 Niagara Falls, Ontario, Canada L2E 6T2

**For Immediate Release**

December 1, 2011

### Ring in the New Year at Queen Victoria Park

**Special Guest Performers: Simple Plan, Our Lady Peace, The Sheepdogs, Keshia Chanté and Stephanie McIlroy**

**NIAGARA FALLS, ON** — The Niagara Parks Commission (NPC), Entertainment Tonight (ET) Canada and Niagara Falls New Year's Eve event partners are pleased to announce an exciting roster of musical talent for Canada's largest televised live New Year's Eve event. This highly anticipated free show begins at 7:30 p.m. in Queen Victoria Park overlooking mighty Niagara Falls.

The nationally televised free concert draws upwards of 40,000 people to the Park. Come and celebrate with us and enjoy the show which also includes two spectacular fireworks displays planned for 8:45 p.m. and midnight. This outdoor celebration also features food and beverage vendors, as well as an outdoor licensed area. As always, the presence of security and policing will be on-site to ensure everyone's safety throughout the night.

Opposite the world famous falls, the year-end celebration will feature some of Canada's biggest names in music. The evening kicks off with emerging recording artist Stephanie McIlroy, followed by performances by The Sheepdogs, Saskatoon's international rock phenomenon and JUNO award-winner Keshia Chanté. Alt-rock legends, Our Lady Peace, will then keep the momentum going as the clock ticks down to midnight with pop/punk group, Simple Plan, one of Canada's most prolific bands, taking to the stage for a rousing finish.

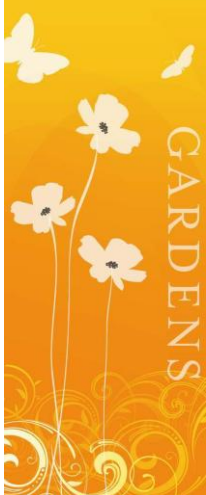
"Niagara Parks will be the place to be on New Year's Eve," said NPC Chair Janice Thomson. "Our thanks go to our community stakeholders and partners for their continued support of this great event. It really is exciting to see the whole community celebrate this special night in such a landmark location."

"People are already talking about this year's party with ET Canada," said Niagara Falls Mayor Jim Diodati. "We're thrilled that the rest of Canada can join us for an unforgettable evening of music and celebration."

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For those who prefer to celebrate at home, the two-hour coast-to-coast live television broadcast countdown will be hosted by ET's Cheryl Hickey and Rick Campanelli, beginning at 10 p.m. ET/PT on Global.

"Nothing brings Canadians together like a great party, and we've got the biggest," said Barbara Williams, SVP of Content, Shaw Media. "For the final two hours of 2011, ET Canada will entertain the country with a spectacular line-up of performers and feature special guests who will remind us why this was such a great year."

Community partners include: The Niagara Parks Commission (Host Sponsor), The City of Niagara Falls, Fallsview Tourist Area, Niagara Fallsview Casino Resort, Victoria Centre Tourist Area, Clifton Hill Tourist Area, Canadian Niagara Hotels, Skylon Tower, Lundy's Lane Tourist Area, Celebrate Ontario and other stakeholders within the city. For more information, log on to the NPC's website at [www.niagaraparks.com](http://www.niagaraparks.com).

The Niagara Parks Commission, an Agency of the Government of Ontario since 1885, operates to protect the natural and cultural heritage along the Niagara River for the enjoyment of visitors while remaining financially self-sufficient.

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**For more information, please visit [www.niagaraparks.com](http://www.niagaraparks.com) or contact:**

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