

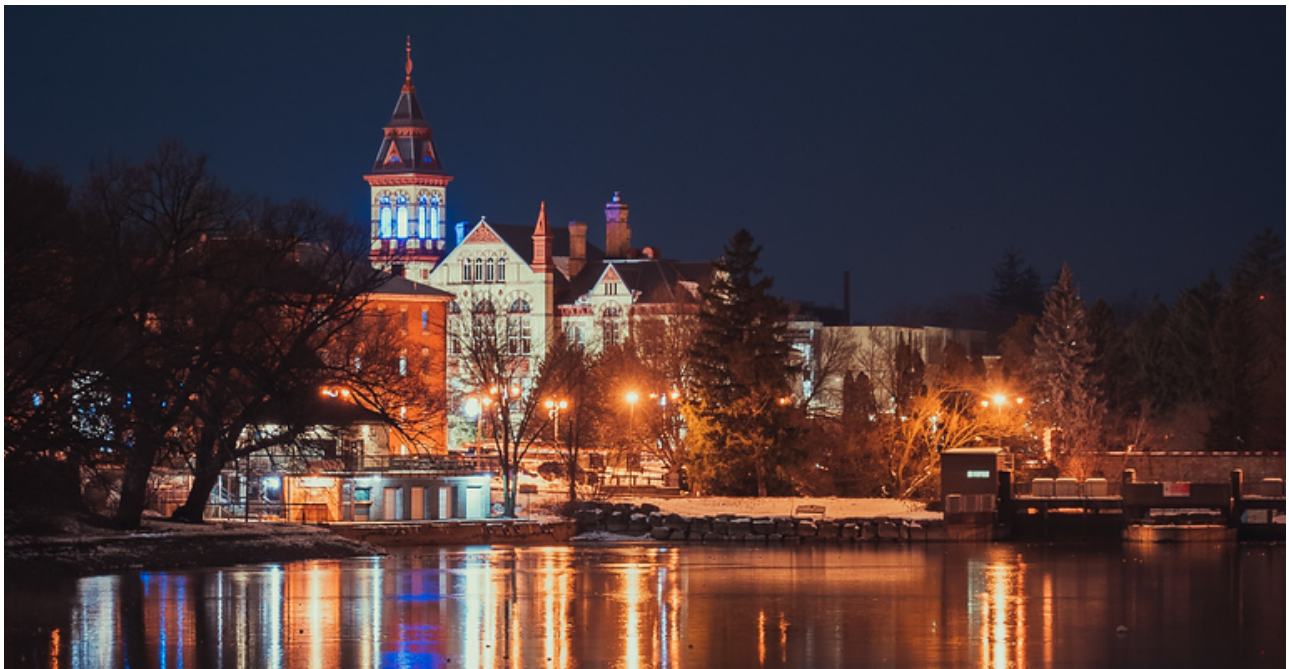


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FOR IMMEDIATE RELEASE

LIGHTS ON STRATFORD 2022/23 ANNOUNCES FUNDING FOR SHAREABLE MOMENTS CHALLENGE TO CREATE LIGHT DISPLAYS WITHIN LOCAL STOREFRONTS AND SPACES

Stratford, Ontario, September 9th, 2022 – In partnership with RT04, Destination Stratford and Lights On Stratford are thrilled to announce the launch of this year’s Shareable Moments Challenge that provides funding opportunities for local tourism businesses and operators to create their own share worthy light experiences.



The light festival organizers are challenging operators to be bold, creative and think outside of the box to illuminate and entice visitors and community members to snap a photo of their light display and share online with family and friends. Lights On Stratford Shareable Moments has already created over 20 artistic and highly shareable displays that brought light and inspiration to the festival over the previous two years. Many of these vibrant light displays remain in place throughout the year, including the Perth County Courthouse Tower of Light, the Upper Queen’s Park Bridge of Hope Lighting and a variety of storefront displays. For this winter, tourism businesses can apply for funding for \$500 up to \$5,000 each for their unique light experience.



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“Stratford’s creativity knows no bounds, and it’s been a joy to witness a wide variety of shops and storefronts participate in the Shareable Moments Challenge, with many of the displays continuing to shine bright to this day,” says Zac Gribble, Executive Director of Destination Stratford and Festival Director of Lights On Stratford. “We can’t wait to see the innovative ideas that come forward for this winter.”

The challenge includes 4 target goals that will be considered when evaluating each application for funding. These goals include:

1. **Highly Shareable** - create share worthy photo opportunities that leverages the visitor as marketer
2. **Increased Visitation** - Increased visitation of key tourism destinations and businesses, festivals and events.
3. **Amplify DNA & Placemaking** - Amplify the DNA of a destination or business and support placemaking, space animation and storytelling.
4. **Digital Storytelling** - Bring awareness to the importance of digital storytelling, particularly on social media.

Full challenge details including application eligibility, criteria and guidelines can be found at lightsonstratford.ca/shareablemoments. Applications are due by September 30th, 2022 at 4:00pm.

The 3rd annual Lights On Stratford – with this year’s theme of REKINDLE – is set to launch on December 16th, 2022 and runs through to January 27th, 2023. Visit lightsonstratford.ca for more details.

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For more information, please email hello@visitstratford.ca.