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LIGHTS ON STRATFORD 2022/23 ANNOUNCES 7 SUCCESSFUL RECIPIENTS TO CREATE LIGHT DISPLAYS WITHIN LOCAL STOREFRONTS AND SPACES

Stratford, Ontario, October 21, 2022 – In collaboration between RT04, Destination Stratford and Lights On Stratford, 7 local businesses were successful in their applications to create their own light displays to coincide with this year's Lights On Stratford winter festival of lights.



As part of the Shareable Moments Challenge, the organizations have invested \$25,000 towards supporting highly shareable light displays and experiences within the community. Operators were challenged to be bold and creative, finding unique ways to illuminate and entice visitors and community members to snap a photo of their light display and share online with family and friends.

“From restaurant windowfront tables lit from within to the Canadian premiere of a made-in-Stratford short film hosted at the World’s smallest cinema, this year’s Lights On Stratford Shareable Moments truly celebrates our community’s creativity,” says Zac



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Gribble, Executive Director of Destination Stratford and Festival Director of Lights On Stratford. *“We can’t wait to share these unique light displays and experiences this winter.”*

“RTO4 is pleased to be partnering with Lights On once again. The festival has really made a name for itself and grown over the past couple years, and it’s so positive that Lights On strives to be an event for the local community as well as visitors”, states Leigh Cove, Destination Project Manager, RT04.

The successful 2022 applications selected for co-investment include:

- Burnt Brydges Wood Co. for “Golden Hour Tables”
- El Cactus Taco Shop Inc. for “Dare, Dream, Do”
- Got it Made for “Don't Quit Your Daydream”
- Local artists: Claire Scott, Amparo Villalobos, Kris von Kleist in collaboration with Revival House for “Love Wins Illuminated”
- Poppin Kettle Corn for “Happy Memories”
- revel coffee inc. for “Brewing Community”
- The Little Prince Cine-Lounge for “What's a Memory?”

Entering into the 3rd year, collaborating partners are delighted with the passionate and creative applications received.

The challenge included 4 target goals that were carefully considered when evaluating each application for funding. These goals included:

1. **Highly Shareable** - create share worthy social media opportunities that leverages the visitor as marketer.
2. **Community Support & Engagement** – develop unique displays involving the community to entice both visitors and locals to become engaged and increase visitation during the duration of the festival
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.

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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