

January 18, 2010



PRESENTED BY: WATERFRONT
DEVELOPMENT CORPORATION LIMITED

An Olympic Good Time on the Halifax Waterfront Waterfront Winterfest Feb 26-28, Event Details Announced

For three fun-filled days and nights at the end of February waterfront visitors can put old man winter on "time out" and celebrate the season. Waterfront Winterfest, presented by the Waterfront Development Corporation Limited (WDCL), will bring a piece of the 2010 Vancouver Winter Olympics, snow sculpting, public skating, snowboarding and more to the Halifax Waterfront February, 26-28.

As part of WDCL's commitment to the festival, they are offering free weekend parking at all WDCL parking lots for Saturday, February 27 and Sunday, February 28.

"Waterfront Winterfest will offer something for everyone including a truly Canadian way to take in the Olympic games," says Colin MacLean, President and CEO of WDCL. "The Halifax waterfront is already a favorite destination for people year-round and for three days in February, friends and families can experience new ways to enjoy the best of winter." There will be a variety of free activities at Waterfront Winterfest including a larger than life screen that will showcase the CTV Olympic live broadcast of the Gold medal events and the official closing ceremonies.

In addition to all of the "shoreside" activities, Waterfront restaurateurs and store owners are ready to welcome visitors as they warm up to winter next month. The entire waterfront will be bustling with national pride and energy, with three main venues along the Halifax waterfront offering entertainment, winter activities, food and merchandise during Waterfront Winterfest; highlights include:

Bishop's Landing

- The Extreme Snow Sculpting Demonstration will feature a team of snow artists transform two 10-foot snow blocks into Olympic themed sculptures.
- Shop and eat, the merchant's of Bishop's Landing welcome you to enjoy hot chocolate, warm food and friendly service.

Block M (behind the Waterfront Warehouse Restaurant)

- Nova Scotia's only outdoor big screen featuring live CTV coverage of Olympic gold medal events and closing ceremonies at the CTV Winter Games Park presented by Bell Aliant.
- Bring your family and friends and skate on the outdoor family C100 Skating Rink made from artificial ice.

- Come check out three-stories of scaffolding as the Urban Butter Snowboard Showcase gets air on the Halifax waterfront. Athletes will practice during the day and compete at night. A live DJ and light show will provide an electric atmosphere.
- Let the Games begin! Stop by the Canada Games Pavilion to try your hand at some of our official sports and learn how to become a 2011 Canada Games volunteer. Halifax 2011 Canada Games mascots, Anni & Sammi, will be visiting the Pavilion to show off their Games spirit and make new friends.
- Grab a bite to eat at the Waterfront Warehouse Restaurant while enjoying Waterfront Winterfest menu specials. You can either warm-up and eat inside the restaurant or watch the CTV Olympic Games coverage from the patio.

Halifax Marriott Harbourfront:

- Get warm in the Indoor Playland that features bouncy inflatables and games from Glow Parties.
- Book your Waterfront Winterfest weekend hotel package at the Halifax Marriott Harbourfront, which includes free parking and a \$10 Starbucks coupon.

Schedule:

- Most Waterfront Winterfest events will run from 10 a.m. until 10 p.m. from Friday until Sunday. Please check the festival Website for event times and for the CTV Olympic coverage schedule.

Waterfront Winterfest is presented by WDCL and is produced by Sports and Entertainment Atlantic (S|E|A). Derek Martin, president of S|E|A added that, "Waterfront Winterfest is a chance for the whole family to lace up their skates during the day or watch our Olympians as they go for gold at night. Most of the festival's activities are free and this is all possible thanks to our generous sponsors."

Waterfront Winterfest sponsors include:

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| ○ WDCL | ○ Atlantic Superstore |
| ○ CTV | ○ Historic Properties |
| ○ C100 & The Bounce | ○ Halifax Marriott |
| ○ Bell Aliant | Harbourfront |
| ○ Bishop's Landing | ○ Glow Parties |
| ○ RCR Hospitality | ○ IcePro |
| ○ Extreme Group | |

For more information, updates, event schedules -- including the CTV Olympic coverage -- visit www.waterfrontwinterfest.ca, or call the Waterfront Winterfest office at 902-444-3773.

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