



1812...2012

Celebrating Our FRIENDSHIP

FORMING THE ALLIANCE

In 2006, the Ontario Ministry of Tourism's Investment Development Office determined that a commemoration of the Bicentennial of the War of 1812 would be a solid economic opportunity for Ontario. As such, six Ontario regions, including Eastern Ontario received support funding to plan and execute bicentennial legacy projects and programming that will encourage the growth of new tourism products, particularly those that support heritage, culture and recreation.

The St. Lawrence War of 1812 Bicentennial Alliance was formed to help market Eastern Ontario and Northern New York State as an 1812 destination and co-ordinate local groups who wish to commemorate the War and celebrate the 200 years of enduring friendship.

The membership of the St Lawrence 1812 Bicentennial Alliance is open to all and made up of heritage attractions, tourism and Destination Marketing Organization's, community, economic development and volunteer "friends of" partners.

We cover the area stretching from Cornwall to Adolphustown, including northern New York State and the 1000 Islands.

The Bicentennial activities while showcasing our province, will increase tourism which contributes over \$20 billion annually to Ontario's economy and accounts for 300,000 jobs.

The expected economic impact of the upcoming anniversary celebrations will exceed \$11 million to Eastern Ontario.

The Bicentennial is an opportunity to better understand the 1812 era as a formative period in Canadian history.

Three years of commemorative events will instill pride in Canadian history and help us understand our identity. It will showcase the bonds that grew among Loyalists, Habitants, British soldiers and sailors, First Nations people, and citizen militias as they fought and died defending their towns, fields & homes to protect Canadian soil and become the

"True North Strong and Free."

Check out our website at
www.celebrate1812.com
to find out more and get involved
in these exciting celebrations

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