



1812...2012

Celebrating Our ROOTS



Our Vision

We aim to commemorate the War of 1812 and celebrate 200 years of shared heritage while fostering international friendship, thereby creating a legacy for future generations.

Our Mission

Alliance members will represent the people, heritage & communities within the greater St. Lawrence Valley to:

- Support provincial and national goals to build international awareness of the importance of this pivotal 200th anniversary event, especially as it supports continued friendship between Canada and the United States.
- Promote and facilitate celebratory activities that interpret and commemorate the significant strategic role that the region played in the War of 1812, especially in shaping our history and the legacy of peace.
- Create broader awareness of the key roles played by the people and events that shaped the political, social and family legacy of the communities along the St. Lawrence River.
- Attract tourism and build economic prosperity through increased promotion & publicity, new special events, and (as affordable) enhanced product experiences/infrastructure.
- Engage community leaders, encourage grassroots participation and advance inclusiveness.

Our Goals and Objectives

The Alliance's success will be determined by the achievement of the following measurable goals:

- Increase international profile of region (dignitary visits, conferences, documentaries, media coverage).
- Increase tourism numbers, thereby stimulating economic growth.
- Heighten understanding of the unique roles played in Eastern Ontario by the First Nations, British, & French in Canada and citizens of Upper New York State (in the war & ensuing 200 years of peace).
- Broaden community and visitor understanding of the important battles staged in the St. Lawrence region (especially the Battle of Crysler's Farm) and how they affected the outcome of the War.
- Execute collaborative and complimentary programming showcasing bi-national community partnerships.
- Attract and build new capital infrastructure and legacy projects created through War of 1812 bicentennial activities.
- Unite both the St. Lawrence riverfront and inland communities in the United States and Canada, stretching from Kingston, Ontario to the Quebec border.

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

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