



For Immediate Release

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Town receives provincial funding for Georgina Winter Classic

Georgina, ON – The Town of Georgina is a 2021 recipient of the Reconnect Festival and Event program, and will receive \$61,780 for the Georgina Winter Classic – A Series of Community Events. The program (known as Celebrate Ontario prior to the COVID-19 pandemic) was developed to help festival and event organizers adapt to new public health measures with virtual, drive-thru and other safe offerings.

“This is wonderful news for our community and we are grateful to the province for its support,” said Mayor Margaret Quirk. “The COVID-19 pandemic forced the cancellation of so many Town events over the past year and a half, and this funding will allow us to bring back some of our popular events along with some new ones. It is important for the community to be able to come together in a fun and safe way, and enjoy and participate in family friendly activities.”

The Georgina Winter Classic is a series of six events running from December 2021 to March 2022, celebrating community and family while supporting local businesses. Events include the Drive-Thru Parade of Lights – a magical holiday tribute with festive lighting synced to music, Insta-worthy selfie light installations in the four downtowns to promote economic stimulus, self-guided illuminated snowshoeing through one of Georgina’s most popular trail systems, exploring the community with the photo scavenger hunt, showcasing multiple restaurants in a food series called Taste of Georgina and the popular SnoFest event will return with a new twist. Be sure to follow [georgina.ca/events](https://www.georgina.ca/events) for the full details as the Georgina Winter classic comes to life.

The Ontario government is providing \$43 million to support 439 festivals and events through the Reconnect Festival and Event Program. The goal is to help festival and event organizers deliver innovative and safe experiences that allow people to safely reconnect with their communities.

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