

NIAGARA FALLS ILLUMINATION BOARD

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MEDIA RELEASE

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Illumination Board Shines Renewed Spotlight on Majesty of Niagara Falls

Niagara Falls, ON – As part of its ongoing role to support the destination and promote increased year-round visitation to the region, The Niagara Falls Illumination Board was proud to unveil its \$4M enhanced Falls illumination project to the public, showcasing the beauty and majesty of both the American and Canadian Horseshoe Falls, at night.

With financial support obtained from both government and local tourism stakeholder groups on both sides of the border, this important bi-national tourism initiative will provide more than twice the lighting levels of the Falls now being attained, while providing a broader and more robust color spectrum for all those wishing to view and experience the nightly illumination of Niagara Falls.

“The newly enhanced nightly illumination of Niagara Falls will capture the imagination of the millions of visitors, who come to witness the sheer power and beauty that is Niagara,” stated Mark Thomas, Chair of the Niagara Falls Illumination Board. “We are very fortunate to have community stakeholders on both sides of the border who have supported our vision and this project from the very start. These enhancements will help us to create an overall guest experience that will continue to shine a positive light on Niagara for people from throughout the world.”

The Falls were previously lit using Xenon lighting technology. It had been almost 20 years since the last major investment was made in lighting infrastructure and the new lighting systems now in place, will showcase advances in LED lighting technology that will greatly enhance the visitor experience at Niagara Falls.

Following a thorough Request for Qualifications (RFQ) and Request for Proposal (RFP) process, a consortium of firms comprised of ECCO Electric Ltd, Salex Inc, Mulvey & Banani Lighting Inc, Sceneworks and Stanley Electric was selected to undertake this redevelopment project. Through their submission, the consortium demonstrated the capabilities that new LED lighting technology could provide in improving the overall illumination of both the American and Canadian Horseshoe Falls.

The objective of the Illumination Board in proceeding with these enhancements was to continue its support of the destination and to advance Niagara’s position as an international tourism icon. It is expected enhanced illumination of both the American and Canadian Horseshoe Falls will draw both new and repeat visitation to Niagara and serve to extend visitor length of stay.

Established in 1925, The Niagara Falls Illumination Board is currently made up of representatives from the City of Niagara Falls Ontario, the City of Niagara Falls, New York, Ontario Power Generation Inc., The New York State Office of Parks, Recreation and Historic Preservation and The Niagara Parks Commission. It is the Illumination Board’s responsibility and mandate to finance and maintain the nightly illumination of both the Horseshoe and American Falls.

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