



FOR IMMEDIATE RELEASE

Waterfront District Announces Winners of Window Wonderland Challenge

Thunder Bay, ON, December 20th, 2017- Today, the Waterfront District in partnership with Thunder Bay Hydro is pleased to announce the winners of the 2017 Window Wonderland Competition. Over the past two weeks, residents, shoppers and visitors were encouraged to vote for their favourite window display in the downtown core. 19 businesses participated in the challenge that also encouraged them to be energy efficient. Voting was based on theme, creativity, colour, use of product and overall presentation, which included lighting. Based on submitted votes, the winners are as follows:

First: Shout Media
Second: Red Lion Smokehouse
Third: The Foundry and Gillons Insurance *tie

“This year’s displays were very creative. The Waterfront District has truly transformed into a Window Wonderland. Congratulations to the 2017 competition winners and thank you to all of the participating businesses. This was definitely one way to drum up holiday cheer in the community and each window display showcased something for everyone,” says Waterfront District BIA Chair, Jim Comuzzi. “There was definitely increased foot traffic in the Waterfront District as people visited all of the business displays and voted for their favourites.”

Along with bragging rights and the prestigious holiday title, the winning participants received BIA gift certificates.

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