



## **MEDIA ADVISORY/PHOTO OPPORTUNITY**

### **Waterfront District gears up to host first-ever street dance party**

**Thunder Bay, ON, February 1<sup>st</sup>, 2018**- Sleeping Giant Brewing Company is taking it to the streets, partnering with the Waterfront District to host the first ever Hop-a-thermia event. The event that will make you hop (and dance), will take over Red River Road and Court Street on Saturday, February 3<sup>rd</sup>, from 6:30 pm to 9:00 pm. The two streets will be closed to traffic, featuring live DJs in the window display of the former Eaton's building, which was an initiative launched by the Waterfront District and Sleeping Giant Brewing Company this past December.

Hop-a-thermia is expected to attract hundreds of community members in their snowsuits to come out and dance and check out local businesses in the area. It's an all ages, family-friendly event and will also feature local entertainment including the Mew Crew and DJ Aticka. Sweet North Bakery will be a Warm Up Station for those looking to take a break from the cold, and there will also be two outdoor fires to warm up in front of.

Those attending Hop-a-thermia are encouraged to bring a canned good to Sweet North Bakery and organizers onsite will also be taking donations for the Dew Drop Inn. Local businesses in the area are extending their hours of operation for the event, offering special Hop-a-thermia promotions and samples.

For further details, visit the Waterfront District Facebook page.

#PlayOutsidetheBox

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#### **Media Contact:**

Amanda Bay  
Firedog Communications:  
Office: (807) 767-4443 Ext #223  
Cell: (807) 628-7109

#### **On-site Contact: (Day of event)**

Sachiko Brayshaw  
Sleeping Giant Brewing Company  
Cell: (807) 627-4086