

Press Release

The Board of Directors and members of the Corner Brook Downtown Business Association are pleased with the success of the first annual East Meets West Festival which took place on West Street from July 24th to 27th.

Planning for this event began in January when promoter Fabian James, Ray Osmond from the City of Mount Pearl and the Downtown Business Association (DBA) met with Corner Brook's City Council to discuss the possibility of the event taking place here in our City. Both cities felt this opportunity to co-host such an event was worth pursuing and agreements were signed. The DBA took interest in the event recognizing the potential positive economic impact in our downtown core especially with the expected decrease in tourism revenues from the high cost of travel due to the escalated price of gas.

The event exceeded our expectations. Thousands of people, residents and tourists, visited West Street and the downtown area over the four days of the festival. The music, buskers, food presentations by Chef Eric Hynes and the amazing laser show created an atmosphere in the downtown core that we have not experienced in many years. We have had considerable feedback, from members and residents alike, applauding the festival and encouraging us to repeat it again next year.

Several years ago the DBA began its revitalization of the downtown core. We replaced broken concrete sidewalks and wooden light poles with the beautiful interlocking brick and heritage lighting. We have planted over 500 trees, placed garbage receptacles and furniture in the downtown, built the gazebo on the Majestic Lawn and the footbridge in front of City Hall. This summer we have put up colourful banners on the heritage lights welcoming visitors and residents to the downtown. There are many other projects we have carried out - all with the clear vision of establishing downtown Corner Brook as a thriving business neighborhood where people want to be because of the beauty, heritage, unique character and wide range of service. We feel that our efforts over the past twenty years have created the atmosphere for groups like Triathlon, Iron Man, the Downtown Dash etc. to bring their exciting events to our city. By working together we are positioning Corner Brook as the essential destination for tourists to our province and visitors from within.

Our thanks to the City of Corner Brook and the City of Mount Pearl, Fabian James, Rev Wayne Cole and the First United Church, all the volunteers and partners who helped make our city's East Meets West festival a huge success. The Corner Brook Downtown Business Association looks forward to partnering again with everyone to host East Meets West Summer Expo 2009 in downtown Corner Brook!