

## **ALGOMA CENTRAL CORPORATION TO BRING THE SPIRIT OF NEWFOUNDLAND AND LABRADOR TO THE NIAGARA 2022 CANADA SUMMER GAMES**

The Niagara 2022 Host Society is thrilled to announce its partnership with Algoma Central Corporation, who will be the Presenting Sponsor of the 13 For 13 Cultural Festival event celebrating the province of Newfoundland and Labrador. Taking place on Sunday, August 7, 2022 in the Town of Lincoln, this event will be held on the first night of the Games' 13 For 13 Cultural Festival.

The 13 For 13 Cultural Festival is a one-of-a-kind initiative that will see each of Niagara's 13 municipalities host an event, free of charge, on a different day during the two weeks of the 2022 Canada Summer Games ([visit website for schedule](#)). These nightly concert events will celebrate the cultural heritage and identities of Canada's 13 provinces and territories through entertainment, food, art, dance and more.

Supporting thousands of jobs in the Niagara region as the largest marine carrier operating on the Great Lakes — St. Lawrence Seaway, Algoma is delighted to sponsor an event where Niagara residents can come and enjoy some East Coast culture right in their own backyard. Algoma was especially interested in supporting the 13 For 13 Newfoundland and Labrador event because of its deep roots in Canada's easternmost province. About a third of Algoma's employee base call Newfoundland and Labrador home, many of Algoma's cadet hires originate from Memorial University in St. John's, and a number of Algoma's customers are located in the province. As a result of these ties, Algoma is excited to play a role in sharing the distinct culture of Newfoundland and Labrador with Niagara and the many visitors from all over the country who will be coming to see the 2022 Canada Games.

"Algoma is proud to be a partner of the Niagara 2022 Canada Summer Games and we are excited to announce our sponsorship of the Town of Lincoln and Newfoundland and Labrador event for the 13 For 13 Cultural Festival," said Gregg Ruhl, President and CEO of Algoma Central Corporation. "We are passionate about the communities we serve and look forward to celebrating the Games and coming together with Niagara residents and visitors from across the country. So let's have ourselves a 'kitchen party' and add the culture of the Rock to the spirit of Niagara!"

"We are excited to have Algoma join the Niagara 2022 Canada Summer Games as a sponsor," added Doug Hamilton, Board Chair of the Niagara 2022 Host Society. "Given Algoma's deep ties to both the Niagara region and Newfoundland and Labrador, we can't think of a better partner to be presenting that province's 13 For 13 Cultural event - an event that will kick off this unique festival taking place throughout the 2022 Canada Summer Games."

Held every two years, alternating between winter and summer, the Canada Games are the country's marquee event for amateur sport, representing the highest level of national competition for thousands of up-and-coming Canadian athletes. More than 5,000 participants and close to 4,500 volunteers are expected to take part in Canada's largest multi-sport event in the Niagara Region from August 6-21, 2022.

### **About Algoma Central Corporation**

Algoma owns and operates the largest fleet of dry and liquid bulk carriers operating on the Great Lakes – St. Lawrence Waterway, including self-unloading dry-bulk carriers, gearless dry-bulk carriers, and product tankers. Since 2010 we have introduced 10 new-build vessels to our domestic dry-bulk fleet, with one under construction and expected to arrive in 2024, making us the youngest, most efficient and environmentally sustainable fleet on the Great Lakes. Each new vessel reduces carbon emissions on average by 40% versus the ship replaced. Algoma also owns ocean self-unloading dry-bulk vessels operating in international markets and a 50% interest in NovaAlgoma, which owns and operates a diversified portfolio of dry-bulk fleets serving customers internationally. Algoma truly is *Your Marine Carrier of Choice™*.

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### **About the Niagara 2022 Canada Summer Games**

At the peak of Niagara's boldest summer yet, more than 5,000 up-and-coming athletes, their coaches and support staff will gather to compete for the podium in Canada's largest multi-sport event. From August 6 to 21, 2022, Niagara will surge stronger than ever on the national stage. The 2022 Games, made possible thanks to funding and support from [the Government of Canada](#), [the Government of Ontario](#), [the Niagara Region](#), and [the Canada Games Council](#), will give rise to new legacies of ambition, confidence, and compassion that will inspire generations to come.

For further information, visit us at [niagara2022games.ca](http://niagara2022games.ca) or follow us on Twitter, Facebook, and Instagram (@2022canadagames).

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