



News Release

FOR IMMEDIATE RELEASE
Wednesday, September 1, 2010

PotashCorp Fireworks Festival announces fireworks launch site

Saskatoon, Saskatchewan – PotashCorp Fireworks Festival organizers are pleased to confirm a new fireworks launch site for the 2010 Festival that takes place in Saskatoon this weekend (Sept. 3- 4). After the unexpected closure of Traffic Bridge last week, organizers considered a number of alternate launch sites before making their final decision. This morning, the Festival announced that the fireworks show will remain riverside, moving to a land-based launch from the east side of the river between Broadway Bridge and Traffic Bridge.

The new site will allow the Festival to maintain its four festival sites – Rotary Park, Friendship Park, River Landing, and Rемаi Arts Centre – as well as the brilliant pyrotechnics show that Saskatoon residents and visitors have come to look forward to. The “hot zone” will need to be adjusted in accordance with the launch site relocation and Rotary Park North will therefore be closed between 6 p.m. tomorrow (Sept. 2) and 10 p.m. on Saturday (Sept. 4th).

“I am thrilled that the Festival organizers and civic staff were able to work together to come up with a new location for the Fireworks Festival,” said Mayor Atchison. “We all look forward to this spectacular event every year, and I know it will be amazing as always, and encourage everyone to come down to the river on Friday and Saturday to enjoy the show.”

“This festival unites our community in a very unique way,” says Rhonda Speiss, Manager of Corporate Philanthropy at PotashCorp. “We not only enjoy tremendous pyrotechnics demonstrations, but also artisan displays and various cultural performances. And with more than 20 community groups benefiting from their participation, PotashCorp is pleased to be a partner. Despite this challenge, we have absolute confidence in the contingency plan and look forward to more superb performances.”

“Necessity is the mother of invention!” said Todd Brandt of Tourism Saskatoon. “I am excited that so many people were able to co-operate and come up with an elegant solution to ensure the PotashCorp Fireworks Festival is able to go ahead as planned. This event has become a strong tourism draw to the city, marking the end of the summer festival period and the start of an exciting fall line-up of events.”

Festival Director Shad Ali added: “I really have to commend our city administration and Ruggieri Fireworks & Special Effects for their work on this. We have a site that allows us to maintain all the primary viewing areas on both sides of the river. The new launch site will allow us to fire larger shells and more of them, so the night sky will definitely be alive. What’s most crucial for the public to know is where they can get the best views from, and the answer to that is go to any of River Landing, Friendship



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Park or Rotary Park as prime viewing sites. After that, it is Kiwanis Park, Victoria Park and the many sidewalks.”

Festival organizers will be available to the media today (Sept. 1) between 10:30 a.m. and 12 noon. Media are welcome to meet with organizers in person at 131 Wall Street, or to phone 652-1400, ext. 5 and arrange a time.

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For more information, visit www.potashcorpfireworksfestival.ca or call 652-1400, ext. 5