

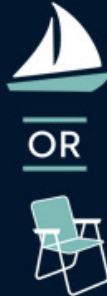
ONE
GREAT LAKE

ONE
GIANT SCREEN

AUGUST 20-22

PORTS
TORONTO
PRESENTS

SAIL-IN CINEMA



SUGAR BEACH @ 25 DOCKSIDE DRIVE

PortsToronto Sail-In Cinema Facts 2015

- PortsToronto's Sail-In Cinema™ is recognized as the world's first two-sided floating movie experience.
- Audiences will be able to watch movies from land or boat at Sugar Beach (25 Dockside Drive). Boaters will be able to tune in on their radios to hear movie audio.
- The 2015 event runs August 20 to 22 with three "flashback to the '80s" themed movie screenings beginning at sundown (approximately 8:45 p.m.).
- Sail-In Cinema's movie line up was determined through a record-breaking 5,465 public votes and includes *Ghostbusters*, *The Goonies* and *E.T. –the Extraterrestrial*.
- The two-sided, inflatable screen has a 40 x 20-foot viewing surface, sits in a 46 x 37-foot frame (four stories tall) and weighs more than 700 pounds.
- The two-sided screen will be lifted by crane onto a 60-foot-wide by 90-foot-long barge custom-made for the event. The barge will be anchored approximately 90 feet south of the docks at Canada's Sugar Beach (located at 25 Dockside Drive, Toronto).
- Landside admittance will be ticketed and access will be on a first-come first-served. Tickets are free and will be available at www.sailincinema.com.
- Tickets are not required for waterside viewing, although viewing space is limited and boats will be able to drop anchor on a first-come first-served basis.
- PortsToronto launched Sail-In Cinema in 2011 to celebrate its centennial. Since its first year, the event has since grown from an audience of 2,000 moviegoers and 70 boats to more than 6,500 moviegoers and nearly 100 boats.
- Sail-In Cinema™ has won several awards including a *Silver Award of Excellence* in the Best Special Events Project category for Sail-In Cinema™ at the *2013 Canadian Public Relations Society's National Awards of Excellence*; Certificate of Merit for advertising from the *The Advertising & Design Club of Canada* in 2012; Gold at *Marketing Magazine's Marketing Awards* for best Experiential/Stunts/Events initiative of 2011, Silver for best in Commercial Services at the *Media Innovation Awards* in 2011.

EVENT WEBSITE: WWW.SAILINCINEMA.COM

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