

NEW AND NOTEWORTHY FOR 2017

LET HAMILTON SURPRISE YOU





HAMILTON: A SNAPSHOT

The Secret's Out.

Hamilton's revival has made the city one of Canada's most buzz-worthy destinations. Known for its distinctive urban feel, vibrant arts and culture, and exciting food scene, Hamilton also surprises with its vast natural offerings and fascinating history. Discover endless story ideas in this ambitious, friendly city in the midst of an exciting transformation.

4 Things to love about Hamilton



You've Got to Eat Here

The culinary momentum in Hamilton has been drawing national attention with chefs following the artists to the city for the more affordable rents and friendly atmosphere. Let Tourism Hamilton guide you through a truly exciting new food and drink scene.



Art City

There's probably no better way to understand Hamilton's incredible transformation than to experience it firsthand at a monthly Art Crawl or the once-a-year Supercrawl – a massive street party along James Street North, celebrating the best of art, music, food and fun. Anchor institutions such as the Art Gallery of Hamilton, Theatre Aquarius and Hamilton Philharmonic Orchestra also have exciting lineups planned for 2017-18 seasons.



Old is New Again

Much of Hamilton's successful comeback can be traced back to its roots. The restoration of beautiful but neglected buildings is driving much of the city's renewal, making Hamilton unique in Ontario for its walkable streets, full of heritage, charm and character. A suburban, bedroom community we're not!



Nature Surrounds

Hamilton's proximity to incredible nature surprises many visitors. Bounded by the picturesque shores of Lake Ontario and the lush landscape of the Niagara escarpment, Hamilton is home to endless trails, waterfalls and stunning vistas and attractions like Canada's largest botanical garden, the historic Royal Botanical Gardens.



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Story Ideas

Discover just a few of the notable Hamilton stories worth exploring in 2017.

DOWNTOWN RENEWAL

INSPIRED TRANSFORMATION ALONG KING WILLIAM STREET

Most elements of Hamilton’s comeback story can be found on this small but impressive stretch of Hamilton’s revitalized downtown. King William Street’s charm is unmistakable. The cobblestoned street is lined with historic buildings, lovingly restored. It’s also home to new restaurants and businesses drawing big crowds. King William street is a fascinating case study in how to restore a downtown while preserving and celebrating its character.

BREWS & BITES - ALONG HAMILTON’S ‘TRUE BREW PATH’

Visitors and locals alike are raising a glass to slew of new craft breweries popping up across the city. From Collective Arts Brewery, featuring hundreds of original art pieces on its cans and equally creative brews (and featured in a recent Amazing Race Canada episode) to Shawn & Ed Co. brewing and serving delicious craft beer in a converted curling arena in historic downtown Dundas – these made-in-Hamilton pints pair perfectly with the city’s red-hot culinary scene.

CANADA 150 IN HAMILTON

This year, Hamilton joins cities across the country to mark Canada’s 150th year as a nation with some spectacular programming. Full details at: www.hamilton.ca/Canada150. Highlights include:

- **Dundurn Castle’s Golden (50th) Anniversary Celebration** – June 17
- **Celebrate Canada 150 Day** – July 1
- **RENDEZ-VOUS Historic Replica Tall Ships** – June 30 to July 1
- **Air Force Day** – July 8
- **Peace by Piece: Stitching Together Canadian Stories** – July 10 to August 16



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Made-in-Hamilton Authentic Experiences

Looking for a unique story to rave about? Check out these four made-in-Hamilton experiences:

FLY IN AN AVRO LANCASTER:

The Canadian Warplane Heritage Museum is the only place in the world to offer visitors a once-in-a-lifetime chance to relive Canadian military history by taking a flight on the legendary Allied bomber – the Avro Lancaster.

STEP BACK IN TIME AT DUNDURN HISTORIC GARDEN TOURS AND COOKING WORKSHOPS:

Start in the museum's remarkable two-acre historic kitchen garden with tours led by costumed gardeners before moving into Dundurn Castle's historic kitchen for entertaining, hands on cooking demonstrations around the cast iron range.

WAKE UP THE WILD AT AFRICAN LION SAFARI:

Go behind the scenes and witness the morning routines of Africa's most majestic animals on this guided tour, offering up-close action at one of Hamilton's most popular attractions.

POP UP HAMILTON:

Experience Hamilton's diverse culinary offerings and some of its most unique spaces in one memorable night. Pop Up Hamilton features Hamilton's best food and drink makers in unlikely settings like warehouses, warships and theatre stages. (pictured on the cover: a Pop Up event at a former cotton processing factory turned arts space, The Cotton Factory).



For more story information or to start planning your media visit, please contact:



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