



Media Release

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FOR IMMEDIATE RELEASE

Fireside to spark innovation at Illuminate Barrie Festival

(Barrie, ON) The City of Barrie is partnering with Fireside Conference Inc. to highlight innovation and technology at the Illuminate Barrie Festival taking place along Barrie's waterfront September 2 & 3, 2017.

The Illuminate Barrie Festival is a community celebration in honour of Canada 150. As part of the festivities Fireside's *Innovation Zone* will highlight local entrepreneurs and engage community members, business leaders and startups in conversations about how ideas drive growth and positive change. Local organizations that teach entrepreneurs the skills necessary to succeed will be in attendance.

"We're thrilled to be working with the City of Barrie, a city that has led by example with its commitment to supporting small business and innovation," says Daniel Levine, co-organizer of Fireside. Entrepreneurs and innovators are invited to join Fireside at Illuminate Barrie around the campfire for s'mores, storytelling and skill development. "At Fireside we focus on the importance of letting entrepreneurs disconnect so they can form meaningful relationships with others in the ecosystem. That's what we're bringing to Illuminate Barrie."

"Municipalities need to embrace technological change and innovation in all of what we do, and in the broader economy" says Mayor Jeff Lehman, who will address the attendees. "In Barrie, we're using new data collection tools and analytics to improve everything from how we repair roads and pipes to how we prevent fires. Mobile technology and big data in particular is making service delivery more efficient and effective, helping the environment and also saving us money."

About Illuminate Barrie Festival

Illuminate Barrie is a two day celebration of our nation and our region. Taking place September 2 & 3 along Barrie's waterfront, it will feature live entertainment, family activities, vendor market, local craft beer market, heritage village, and two fireworks shows celebrating Canadian music. For more information, please visit barrie.ca/events.

About Fireside Conference Inc.

Fireside Conference is an annual invite-only retreat bringing together the startup, entrepreneur and investors communities. Previous attendees at Fireside include Vonage founder Jeff Pulver, Waterloo Mayor Brenda Halloran and Wealthsimple CEO Mike Katchen as well as organizations including Ryerson DMZ, Ontario Centres of Excellence and OMERS Ventures. Fireside Conference will take place east of Bancroft, Ontario on September 8-10, 2017. Applications for an invitation may be made at firesideconf.com.

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