



MEDIA RELEASE

Niagara-on-the-Lake Ambassadors Prepare to Return for the 2022 Season

Ambassadors expand partnerships by joining the Tourism NOTL family

For Immediate Release

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The Chamber and Tourism NOTL and the Town of Niagara-on-the-Lake are pleased to announce the return of the Niagara-on-the-Lake Ambassadors for the 2022 season. For the past two years, the program has operated as a partnership between the Town of Niagara-on-the-Lake and the Shaw Guild. Starting this year, the Ambassadors will join the Tourism NOTL family.

Niagara-on-the-Lake Ambassadors are volunteers who stroll the streets of Old Town welcoming visitors and offering recommendations on sites to see, things to do, and personal insights into where people can get the most out of their visit to Niagara-on-the-Lake, whether their stay is 2 hours or several days.

The project started in 2020 when the Town reached out to the Shaw Guild to invite volunteers to greet visitors and remind them of pandemic protocols. Laurie Harley, Past President of the Shaw Guild, and the lead on the NOTL Ambassador program, explains, "The Ambassadors learned that a warm welcome from a knowledgeable volunteer could not only reinforce safety protocols but enhance the visitor experience and support tourism strategies. With encouragement from the Town, Tourism NOTL, and a Steering Committee representing tourism sectors, we set out to redesign the project. That included building a comprehensive resource of information, a website to package that information around the visitor experience, and a focus on training and orientation to better equip Ambassadors for their roles. The alignment with Tourism NOTL will bring us closer to the wide range of tourism sectors and strengthen our relationships with them."

Eduardo Lafforgue, President/CEO of Tourism NOTL, reflected on the evolution of the Ambassador program. "It's been impressive to watch the volunteers engage tourism partners, research and design an Ambassador model that's unique to our Town, one

that involves residents and encourages them to share their pride and personal experiences with visitors.”

Thanks to a successful grant application by the [Town to My Main Street](#), the Ambassadors will return in 2022 with a revised program, including new branded attire, equipment, and tools to support the volunteers.

“Working with the Ambassadors and on the Steering Committee has been a personal pleasure.” said Marnie Cluckie, CAO of the Town. “It’s rewarding to see the funds used to support the expansion of the program and better equip volunteers to welcome visitors to Niagara-on-the Lake”

In late May 2022, look for smiling Ambassadors sporting a striking new look and a new logo. There is also a [website](#) which links to arts & culture venues, outdoor activities, information on visitor services, and lots of other useful information. And they will be looking for new recruits to join the team. Anyone interested in becoming a NOTL Ambassador can contact them at info@notl-ambassadors.ca.

ABOUT

Niagara-on-the-Lake Tourism is committed to the development, encouragement, promotion and enhancement of a positive and diverse economic environment consistent with the special cultural, historical, agricultural, ecological and community qualities of Niagara-on-the-Lake and its environs.

Information at <https://www.niagaraonthelake.com/>.

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