



Alessia Cara Features Niagara Falls Canada as the Majestic Backdrop to Launch New Music in Hour-long Broadcast Special

NIAGARA FALLS, August 30, 2021 - Canadian Grammy award winner Alessia Cara partners with Niagara Falls Tourism in a rare one-hour TV special that premiered nation-wide on CityTV on Saturday, August 28th at 7pm.

In a time where reimagining the live music experience is top of mind for destinations, Niagara Falls Tourism has broken new ground in forging a unique partnership at the intersection of culture and entertainment. The special is a narrative performance that transitions between fresh arrangements of hit singles (*Scars to Your Beautiful*, *Out of Love*, and *Here*) and new music from Cara's forthcoming third studio album (*Sweet Dream, and Shapeshifter*) slated to be released later this year. Cara's live performances are elevated in unique locations distinctively set-dressed to match each song's theme and to showcase the beauty of Niagara Falls in a new, dramatic light.

Music and culture specialist, Alex Narvaez, interviews Cara between performances using iconic landmarks as the backdrop. Narvaez takes viewers on a journey through the mind and heart of Alessia Cara as she nears her 25th birthday, drawing metaphorical comparisons to the beauty and drama of The Falls themselves, with the change in perspective that's materialized over the past few years. As viewers take in the famously awe-inspiring surroundings, Alessia opens up about transition, growth, connection and defining her image on her own terms.

The execution of this live music production was a joint-effort between [Niagara Falls Tourism](#), advertising agency [Zero trillion](#), production company Nordest, and Alessia Cara and her management team as part of a larger production to promote tourism in Niagara Falls, Canada.

Niagara Falls Tourism President and CEO, Janice Thomson said of the program, "Featuring Niagara Falls as the backdrop to launch fresh music serves as reminder that Niagara Falls is the Entertainment Capital of Canada. Partnering with outstanding talent on this production, Ontario-born artist Alessia Cara has extended our reach far beyond the industry's highest benchmark for destination marketing."

Further, President of the Tourism Partnership of Niagara, Anthony Annunziata added, "We are thrilled to have had Alessia Cara onboard for this exclusive project. This partnership is about building excitement around Niagara Falls as the place to go for live entertainment and for the many attractions we are celebrated for, and that's exactly what it has done."

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NIAGARA FALLS TOURISM

The one-hour special is a first-of-its kind for destination marketing organizations in Canada and has already proven to be a major success in uplifting the destination with new and existing demographics while reaching millions of eager travellers. In addition to the broadcast, Alessia Cara released the special which can be viewed in full on her [YouTube](#) channel as of Monday, August 30th.

Images from the production can be found [here](#)

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ABOUT NIAGARA FALLS TOURISM

Niagara Falls Tourism is the Official Destination Marketing Organization (DMO) for the City of Niagara Falls, Canada. Representing almost 400 member establishments within the city limits of Niagara Falls, and including members throughout the Niagara Region.

ABOUT ZEROTRILLION

Zerotrillion is an independent global creative agency based in Amsterdam and Toronto helping our clients overcome their growth-limiting challenges with moonshot creative business ideas.

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