

MEDIA RELEASE

Alessia Cara Makes Niagara Falls Home for Her Live Debut of New Single “Sweet Dream” for Stephen Colbert

Niagara Falls, ON, July 20, 2021 – Niagara Falls Tourism partners with Alessia Cara to bring live music back to Canada’s top destination and promote tourism to the city. Alessia Cara, 2018 Grammy winner (Best New Artist) and Ontario Native, launched her freshly debuted single “Sweet Dream” on The Late Show with Stephen Colbert last night (July 19) with her band.

In the live-filmed performance Alessia begins solo in a thematic bedroom setting, shortly to reveal to the audience that she’s in fact aboard Niagara City Cruises, Canada’s #1 tourism attraction, by stepping out through a curtain onto the lower deck. The camera follows Alessia as she emphatically delivers her vocal lines, walking a well-choreographed journey to the upper deck where she joins her band (legendary musical director, Dan Kanter) to bring the song home with the stunning illuminated Canadian Horseshoe Falls as the backdrop.

The execution for this live performance was a coordinated effort by Niagara Falls Tourism with advertising agency Zerotrillion, production company Nordest, and Alessia Cara’s 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 live-performance, “This partnership was a match made in heaven. To have Alessia bring her new music to our destination as the kick-off to the recovery of Niagara Falls’ tourism sector gives us so much energy. Ontario tourism supporting Ontario live music and film industries is successful for all.”

Niagara Falls Tourism Chairman, Joel Noden, said “Niagara Falls is the entertainment capital of Canada, and we’re ready to deliver the memorable tourism experiences the destination has been known for decades.” Further, President of the Tourism Partnership of Niagara, Anthony Annunziata added, “We are thrilled to partner with Niagara Falls Tourism on the launch of Alessia Cara’s new single. We couldn’t be more proud of working with Canadian talent like Alessia Cara here in Niagara Falls.”

The track was released July 15th, and this was the first live performance of the song to hit the airwaves from Alessia Cara’s yet untitled forthcoming studio album. Showcased alongside “Sweet Dream”, a live performance of “Shapeshifter” filmed in Niagara Parks’ historic Oakes Garden Theatre was also shared to Stephen Colbert’s social channels. Multiple other performances were filmed at various iconic locations to showcase Niagara Falls, and a full video production is underway to promote the city.

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NIAGARA FALLS TOURISM

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.

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