

Sail-In Cinema™ Fact Sheet

- Toronto Port Authority's Sail-In Cinema™ is the world's first two-sided floating movie experience
- Audiences will be able to watch movies from land or boat at Sugar Beach (25 Dockside Drive). Boaters will be able to tune in on their radios to hear movie sound
- The 2013 event runs August 15 to 17 with three hero-themed movie screenings beginning at sundown (approximately 8:45 p.m.)
- Sail-In Cinema's 2013 line up was determined by a public vote and comprises *Ghostbusters* (Thursday August 15), *The Princess Bride* (Friday August 16) and *Back to the Future* (Saturday August 17)
- Sail-In Cinema's 2012 nautical-themed movie line up featured *The Poseidon Adventure*, *Creature from the Black Lagoon* and *Hook*
- The two-sided, inflatable screen has a 40 x 20-foot viewing surface, sits in a 46 x 37-foot frame (four stories tall) and weighs more than 700 pounds
- The two-sided screen will sit on a 60-foot-wide by 90-foot-long barge custom-made for the event. The barge will be anchored approximately 150 feet south of the docks at Canada's Sugar Beach (located at 25 Dockside Drive, Toronto)
- Landside admittance will be ticketed and access will be on a first-come first-served. Tickets are free and will be available at www.sailincinema.com. Tickets are not required for waterside viewing, although viewing space is limited and boats will be able to drop anchor on a first-come first-served basis
- Toronto Port Authority launched the inaugural Sail-In Cinema in 2011 as part of its centennial celebrations
- Sail-In Cinema™ saw more than 2,000 moviegoers and 70 boats attend the unique movie experience in 2012
- Sail-In Cinema™ has won several awards including a Silver Award of Excellence in the Best Special Events Project category for Sail-In Cinema™ at the 2013 Canadian Public Relations Society's National Awards of Excellence; Certificate of Merit for advertising from the The Advertising & Design Club of Canada in 2012; Gold at Marketing Magazine's Marketing Awards for best Experiential/Stunts/Events initiative of 2011, Silver for best in Commercial Services at the Media Innovation Awards in 2011

Event website: www.sailincinema.com

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