



# Media Release



Building for Tomorrow

**February 16, 2023**

**For Immediate Release**

## ***City Secures Naming Rights with Local Company for Whitecap Pavilion***

**Kenora, ON** – The City of Kenora is pleased to announce that a long-term Naming Rights agreement has been secured for the Whitecap Pavilion with a locally owned company.

In 2022, the City of Kenora launched a new program to sell the Naming Rights of key municipal-owned recreation and tourism facilities to companies or organizations for a defined period as a form of advertising and to support the City. The partnership is naming rights only for a defined period of time.

Jarnel Contracting Ltd. has committed to sponsoring the Whitecap Pavilion for \$15,000 for 10 years. The financial collaboration of \$150,000 provides a positive funding source for the City-owned tourism facility.

With this long-term Naming Rights Sponsorship agreement, the Whitecap Pavilion will be re-named "Jarnel Contracting Pavilion" to recognize their contribution and dedication to the community. With the new name, the community will continue to host events and activities at the Whitecap Pavilion as they have in the warmer months.

*"We are happy to collaborate with Jarnel Contracting Ltd. on the Naming Rights for the Whitecap Pavilion. This community partnership supports and aligns with the municipality's vision and passion for tourism and Kenora's harbourfront." Says City of Kenora Mayor Poirier. "Congratulations to the team at Jarnel on this exclusive opportunity."*

The Whitecap Pavilion is located on Kenora's harbourfront next door to the Harbourtown Centre business district. The large open-air tent hosts events from May to October including Northwestern Ontario's largest farmers market, fishing tournaments, music concerts, family functions, Canada Day celebrations, powwows and more. It was built in 2011 and is one of the most unique event venues in the area.

### **About Jarnel Contracting Ltd.**

Jarnel Contracting Ltd. has been in business for over 40 years with Doug Lafreniere at the helm. From Excavations to Concrete, carpentry, drilled pile foundations, crane work, structural steel, metal cladding, insulation, drywall and Painting, commercial, residential

and industrial projects sand and gravel, subdivisions, apartment rentals- there's nothing Jarnel Contracting Ltd. can't handle. Jarnel worked within an 11 hour driving radius mostly in 3 hours. We have worked on 10 local and remote Indigenous communities creating excellent working relationships. Jarnel Contracting Ltd. - "Building for Tomorrow", proud to be a Kenora based company.

## **Media Contacts**

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