

FOR IMMEDIATE RELEASE

## LUMINATO INTRODUCES NEW WAYS TO EXPERIENCE THE 2010 FESTIVAL

---

**TORONTO (May 17, 2010) – Luminato, Toronto Festival of Arts and Creativity**, continues its commitment to engaging key target audiences through multiple communication channels with the unveiling of its 2010 interactive marketing strategy. For the 2010 Festival, Luminato introduces an innovative new **Luminato Apple iPhone App**. Also unique to the Festival this year is a newly designed user-oriented **My Luminato** found at [luminato.com](http://luminato.com). Luminato's 2010 interactive marketing strategy supports the Festival's brand promise to provide Festival-goers with participatory and eye-opening experiences.

### **NEW Luminato Apple iPhone App**

Today Luminato launches the first-ever **Luminato Apple iPhone App**, developed and powered by CheckPoint Events. Luminato is the first to launch on the CheckPoint Event Platform. The **My Luminato iPhone App** allows users to quickly discover, plan, share and participate at this year's Luminato Festival via the search, planner and event feed features. The **My Luminato App** combines an event guide, location-based services, and elements of social networking all in the palm of your hands. The application simplifies each user's Festival experience by providing all of the planning and organizational tools offered through [luminato.com](http://luminato.com) via the **My Luminato** feature, while allowing users to pinpoint which events are closest to them by using the built-in 'nearby' GPS locator. Users can also use the application to 'check in' to specific Luminato locations, and inform other Festival-goers of their presence.

### **My Luminato**

Luminato has just launched the updated and simplified **My Luminato** feature found at [luminato.com](http://luminato.com). **My Luminato** invites Festival-goers to create their own personal and fully-customizable Festival profile page. **My Luminato** users can easily upload personal profile pictures to their page, select their favourite events using the festival planner, and access ticketing information using the 'buy tickets' feature. Users have access to real-time updates on what their Luminato friends are doing with the **My Luminato** community feed, and can also share their page with others via Facebook and Twitter. The 2010 edition of **My Luminato** provides Festival-goers with all of the tools they need to plan their Luminato experience in one convenient and easy-to-access place.

"Luminato's 2010 interactive strategy is very much representative of our desire to market the Festival to a wide variety of audiences using as many communication channels as possible," says Vice President, Chief Marketing Officer Mary Pompili. "With the updated My Luminato and the new Luminato iPhone App, Luminato's new interactive marketing channels will help to enhance each Festival-goer's experience this June."

### **[luminato.com](http://luminato.com)**

As the online hub for all of the Festival's interactive marketing initiatives, [luminato.com](http://luminato.com) is a key element in Luminato's multifaceted interactive marketing strategy. Visually stunning and immensely intuitive, [luminato.com](http://luminato.com) features up-to-date ticket and programming information, as well as content designed to engage a wide variety of audiences. Festival-goers can browse **Luminato TV** for Festival artist and program videos, and get the inside scoop on the events Festival artists and staff are most excited about with the **Staff Picks** section. Users are also given

the opportunity to unleash their inner '**Luminatic**' by following the tips provided to help Festival-goers get the most out of their Luminato 2010 experience. [luminato.com](http://luminato.com) is also available in French.

Luminato's 2010 marketing strategy integrates print, outdoor, broadcast, cinematic, online, and direct mail communications, while building awareness and understanding of the Festival in local, national and international markets, and encouraging attendance at the Festival's over 150 free and ticketed events.

Now in its third year with the Festival, Endeavour Marketing has developed Luminato's advertising campaign, which includes print, outdoor, radio, television and cinema production as well as overall media strategy. Also for the third year in a row, Mouth Media has designed Luminato's website, [luminato.com](http://luminato.com).

### **ABOUT LUMINATO**

For 10 extraordinary days in June, Toronto's stages, streets, and public spaces are illuminated with arts and creativity. Luminato is an annual multi-disciplinary celebration of theatre, literature, music, food, dance, celebrations, visual arts, fashion, film, and magic.

For more information, visit [luminato.com](http://luminato.com). Tickets will be available at 10:00 AM, April 15 through all Ticketmaster outlets (call 416-872-1111 or visit [www.ticketmaster.ca](http://www.ticketmaster.ca)).

Luminato gratefully acknowledges the generous support and vision of its Luminaries, SuperNova donors, and Patron Circle Members; corporate partners; the presenting partner, L'Oréal; the dedicated government partners; and major media partners.

**Luminato Partners:** L'Oréal, TELUS, National Bank Financial Group, President's Choice, OLG, RBC Foundation, Manulife Financial, Scotiabank Group, Aeroplan, Mill Street Brewery, Porter Airlines.

**Government Partners:** The Government of Ontario, Government of Canada, City of Toronto, Ontario Arts Council, The Japan Foundation, The British Council, The Consulate General of Spain, The Consulate General of Australia.

**Foundation Partners:** Ontario Trillium Foundation, The Hal Jackman Foundation, The McLean Foundation, Candy Lee/The Sidney Lee Dream Foundation, The John McKellar Charitable Foundation.

**Major Media Partners:** CTV, The Globe and Mail, Cineplex, Toronto Star, The Weather Network, Tourism Toronto, St. Joseph Communications, Teletatino Network.

This list represents commitments as of May 10, 2010.

- 30 -

For media inquiries, please contact:

Laura Barron, Manager, Media Relations and Communications  
O: 416-368-3100 ext. 242 C: 647-882-3742 E: [lbarron@luminato.com](mailto:lbarron@luminato.com)

Nick Poirier, Publicist  
O: 416-368-3100 ext. 253 C: 416-807-5345 E: [npoirier@luminato.com](mailto:npoirier@luminato.com)