

## All Time Ticket Sales Record in One Day for Cirque du Soleil in Halifax!



Halifax ticket sales for Saltimbanco have been phenomenal! The first day of ticket sales on April 21st, resulted in breaking the Cirque du Soleil world record by selling 15,560 tickets in just one day!

Cirque du Soleil takes this opportunity to thank its fans for being supportive of its first Halifax visit.

Here are the three cities to which we have sold the most tickets in the world:

- Halifax, CAN – 15,560 tickets (Saltimbanco)
- Sydney, AU – 14,400 tickets (Quidam)
- Sao Paulo, BR – 12,000 tickets (Saltimbanco)

Due to popular demand, Cirque du Soleil is adding one last show, on Thursday, August 16 at 3:30 pm to its Halifax engagement. Saltimbanco, proudly presented by Desjardins, will be playing at the Halifax Metro Centre from August 15 to 19, 2007.

Tickets for Saltimbanco are \$35.00 - \$55.00 - \$65.00 (+ service charge) and are available at [www.ticketatlantic.com](http://www.ticketatlantic.com), Ticket Atlantic Box Office at Halifax Metro Centre, participating Atlantic Superstore outlets and charge by phone (902) 451-1221.

More information on Cirque du Soleil is available at [www.cirquedusoleil.com](http://www.cirquedusoleil.com).

## TCL Goes Wireless!

Trade Centre Limited now offers our customers wireless capabilities. Signage indicating "TCL Wi-Fi HotSpot" can be seen in locations throughout Exhibition Park, Halifax Metro Centre and the World Trade

and Convention Centre. In these locations, customers can access the Internet on their laptops. The end-user pays \$10.00 plus HST for 24 hour use.

Wireless capabilities are important

for convention centres to remain competitive and will ensure TCL keeps pace with the industry. This service enables clients to work while attending conferences in our facilities and provides a new revenue stream for Trade Centre Limited.



### Feature Articles

## TCL Volunteers at the 13th Annual Clean Sweep

Trade Centre Limited helped make the streets of Halifax beautiful with a fantastic showing at the 13th Annual Clean Sweep on June 6th. The event, organized by the Downtown Business Commission, called for volunteers to devote a small part of their day to help clean the downtown area. And when CEO Fred MacGillivray invited our team to help out, 35 people came out from TCL to help beautify the city! It was the largest showing

from one organization in the history of the Clean Sweep!

Volunteers from all departments decked out in TCL wear worked together on planting flowers at the World Trade and Convention Centre and picking up garbage on the surrounding streets.

After all that work, our volunteers were rewarded with a BBQ on the deck on the North Promenade. Everyone agreed that it was wonderful to get out and meet



L-R: TCL Employee Danny Stone; The Honourable Len Goucher, Minister of Tourism, Culture & Heritage & Fred MacGillivray, President & CEO of TCL

our business neighbours and to get outside and be a good corporate citizen by showing how much we care about the City of Halifax. Stay tuned for next year!

- All Time Ticket Sales Record in One Day for Cirque du Soleil in Halifax!
- TCL Goes Wireless.
- TCL Volunteers at the 13th Annual Clean Sweep.
- HMC Play with the Stars Golf Tournament.
- CEO Fred MacGillivray Receives Plaque of Appreciation.
- Chef's Corner - Recipes. Moms or Rachael Rays?
- What's Happening
- Full Event Listings

Don't forget to sign up for our free online version of the Link for all the latest news and updates.

[www.TradeCentreLimited.com](http://www.TradeCentreLimited.com)

## HMC Play with the Stars Golf Tournament



"The 10th Anniversary of Halifax Metro Centre's Play with the Stars! Golf Tournament was held Monday, June 11th at Granite Springs Golf Club. Even a little

rain couldn't dampen the spirits of the 180 golfers and 50 volunteers who made this event such an amazing success.

This year's special Anniversary raised some \$35,000 for The Learning Disabilities Association of Nova Scotia (LDANS). In 2007 Halifax Metro Centre broke a fundraising milestone for LDANS, raising over \$300,000 through the past 10 years of Play with the Stars!

This goal could not have been reached without the generous support of our sponsors, teams and celebrity guests! A special thanks to one and all and we look forward to seeing you back on the links in 2008!"

## CEO Fred MacGillivray Receives Plaque of Appreciation

Executive Director for the Canadian Paraplegic Association (Nova Scotia) Dave Shannon presents CEO Fred MacGillivray with a plaque of appreciation for the funds and awareness raised during the Chair Leader Event. On March 8th, Fred joined Jim Spatz and Rick Emberly in the fundraiser/awareness campaign for peo-

ple living with disabilities in Nova Scotia. The three CEOs volunteered to live a day in the life of a person with disabilities by carrying out their entire day in a wheelchair. They each discovered first hand the challenges of getting around in a wheelchair and their discovery and commitment garnered \$30,000 through pledges.



## "CHEF'S CORNER"

### - Recipes. Moms or Rachael Rays?

Hot summer July, 1957; Mom, the homemaker, is in the kitchen with apron on, radio playing Elvis, "That's alright mama" in the background. Just a child, but you watch closely as she fills a glass carafe with ice and tosses in exact measures of sugar and fresh mint. She fills it with the clearest water you've ever seen and then pours in the lemon juice from the table. Heaven!! The look, smell, feel and taste.

Fast forward to the 21st century. Same kitchen, same hot July. The

countertop I-Pod is playing "Hippydie Hop Hop, bling, bling, bling" loud. Mom is working, Dad is away on business and it's you, the fridge and some kitchen appliances. Who's going to show you how to make lemonade from lemons?

A recent dietician survey asked the question "Where is this generation learning to cook?", Mom's not home; Dad's away and you can't find the recipe.

Can you say home meal replacement! Maybe one could get

inspiration from the gems of recent culinary divas: The Barefoot Contessa (Ina Garten), Racheal Ray, Nigella Lawson, Christine Cushing, Anne Lindsay. Try preparing something new, invite a friend and pass it on!

Next time: The "New" Canada Food Guide.



## What's Happening

### RCMP Musical Ride returns to Exhibition Park

The RCMP Musical Ride will return to Exhibition Park on Friday, July 20 for two performances. There will also be a performance by the RCMP Pipes and Drum Band and a performance by an RCMP Dog and handler.

Terry Kelly, singer/songwriter, will also be performing during the two performances.

Show times are 2:00 pm and 7:00 pm.



Tickets are \$8.00 for youth (12 years and under) and seniors (60 years and over); and \$10.00 for all others. Tickets are available at [www.ticketatlantic.com](http://www.ticketatlantic.com), Ticket Atlantic Box Office at Halifax Metro Centre, charge by phone (902) 451-1221, participating Atlantic Superstore outlets and at the door (subject to availability).

For more information, contact Stan Ferguson (902) 479-7056 or by email [stan.ferguson@ns.sympatico.ca](mailto:stan.ferguson@ns.sympatico.ca).

### WTACAC & FITTskills Upcoming Courses

Throughout the year the World Trade Centre Atlantic Canada (WTACAC) delivers courses in international trade in conjunction with the Forum for International Trade Training (FITT).

FITT is the only organization in Canada to accredit a professional designation to international trade practitioners, the C.I.T.P. (Certified International Trade Professional). It is the highest level of professional accreditation available to international business and trade professionals in Canada. The following courses are available July and September at the World Trade and Convention Centre:

#### July 12-13, 2007 Legal Aspects of International Trade

International trade law is a complex topic that can directly affect success in international trade. Legal Aspects of International Trade will give you a management perspective and awareness of the international legal implications of expansion into the global marketplace.

#### September 20-21, 2007 International Trade Management

The emergence of a global economy challenges traditional assumptions about management. International Trade Management offers techniques to manage international activities effectively and to develop a competitive advantage.

For more information or to register for the course, please contact Sandy Gordon (902) 421-1302 ext. 231; by email at [sgordon@tradecentrelimited.com](mailto:sgordon@tradecentrelimited.com) or visit [www.wtcac.com](http://www.wtcac.com).

## ecologic

the sustainable lifestyle show.

### Learn How to Live a Greener Lifestyle at Ecologic: the Sustainable Lifestyle Show

Learn how to live a greener lifestyle – exhibits, hands-on workshops and seminars cover a wide variety of interests: sustainable food and the benefits of eating local, greener transportation, health, wellness and less toxic products, alternate energy, green building, wilderness preservation, conserving our natural heritage, recycling, waste reduction and much more. There is something for everyone!



Ecologic: the Sustainable Lifestyle Show will take place at Exhibition Park September 7 – 9, 2007. For show times, admission and information, please visit [www.exhibitionpark.com](http://www.exhibitionpark.com) or [www.greenlogic.ca](http://www.greenlogic.ca).

### Great Events at Halifax Metro Centre!

Don't miss all the great events at Halifax Metro Centre this summer!

#### Royal Nova Scotia International Tattoo:

July 1-8, 2007  
(8 performances)

#### Bachman Cummings with special guest Serena Ryder:

July 22, 2007

#### Cirque du Soleil "Saltimbanco":

August 15-19, 2007 (9 performances)

**Brad Paisley with special guests Rodney Atkins and Taylor Swift:** September 10, 2007

**The Tragically Hip with special guest The Sadies:** September 13, 2007

**NHL Pre-Season Hockey: Montreal Canadiens vs Boston Bruins:** September 23, 2007

For more information on these great events, ticket information and show times, visit [www.ticketatlantic.com](http://www.ticketatlantic.com).

# Upcoming Events at Trade Centre Limited

For more information on upcoming events link to us at [TradeCentreLimited.com](http://TradeCentreLimited.com)



**July 9 – 12**  
**Assembly of First Nations - Annual General Assembly**, 700 – 1,000 attendees

**July 17 – 20**  
**Council of Engineering and Scientific Executives (CESSE)**, 1,000 attendees

**July 26**  
**Scotia Festival of Music Auction & Dinner**, 350 attendees

**Sept 7 – 10**  
**11th International Course on Perforator Flaps**, 200 attendees

**Sept 14 – 15**  
**Diversified Business Communications Canada**, 175 attendees

**Sept 16 – 19**  
**BEACONS - 2007 RIMS CANADA Conference & Trade Show**

**Sept 18**  
**Health Careers Interaction 2007**, 1,000 attendees

**Sept 20 – 22**  
**Canadian Society of Gastroenterology Nurses and Associates**, 300 attendees

**Sept 26 – 27**  
**BioPort Atlantic 2007**, 300 attendees

**Sept 27**  
**Clean Atlantic 2007**

**Sept 28**  
**Seventh Atlantic Canada Psychosis Conference**, 250 attendees

**Oct 3 – 4**  
**Canadian Offshore Resources Exhibition and Conference (CORE Conference)**, 400 attendees

**Oct 5**  
**Dalhousie University - Faculty of Engineering**, 500 attendees

**Oct 9 – 11**  
**DCS Consulting**, 400 attendees

**Oct 12**  
**Atlantic Provinces Transportation Forum**, 125 attendees

**Oct 12 – 13**  
**Interprofessional Introduction to the Management of Chronic Pain, Department Anesthesiology**, 175 attendees

**Oct 13**  
**CAA Maritimes - Cruise Line Show**

**Oct 16**  
**Canadian Office Products Association**, 300 attendees

**Oct 17 – 20**  
**Certified General Accountants of Nova Scotia**, 200 attendees

**Oct 18**  
**HCC - Business to Business Expo**, 600 attendees

**Oct 19**  
**Nova Scotia Sport Hall of Fame Induction Ceremony**, 900 attendees

**Oct 23**  
**Gold Medal Plates**, 600 attendees

**Oct 24**  
**Breast Cancer Awareness Day & Pink Ribbon Luncheon, 10th Anniversary**

**Oct 25**  
**Nova Scotia Nature Trust**, 500 attendees

**Oct 28**  
**Saint Mary's University Fall Convocation 2007**, 1,200 attendees

**Nov 1**  
**Halifax Chamber of Commerce Fall Dinner 2007**, 1,000 attendees

**Nov 7**  
**6th Annual Wake-Up Call Breakfast for the Prostate Cancer Research Foundation**, 350 attendees

**Nov 7**  
**TD Meloche Monnex Group**, 100 attendees

**Nov 14**  
**Canadian Red Cross - 7th Annual Humanitarian Award Dinner**, 650 attendees

**Nov 16 – 18**  
**Shoppers Drug Mart**, 500 attendees

**Nov 23 – 25**  
**Mental Health Foundation of Nova Scotia, "16th Annual Festival of Trees"**, 800 attendees

**Dec 11**  
**Phoenix Youth Programs/Symphony Nova Scotia "Nutcracker Luncheon"**, 800 attendees



**July 20**  
**RCMP Musical Ride (2 shows)**

**Aug 26**  
**Halifax Antique Car Show 2007**

**Sept 1 – 3**  
**Halifax Kennel Club Dog Show**

**Sept 7 – 9**  
**Ecologic: The Sustainable Lifestyle Show**

**Sept 28 – 30**  
**Fall Ideal Home Show, Nova Scotia Home Show**

**Oct 5 – 6**  
**Professional Bull Riding Canada Rocky Cup Series Event**

**Oct 5 – 14**  
**Maritime Fall Fair**

**Oct 18 – 21**  
**The Piano House, Piano Sale**

**Oct 19 – 21**  
**22nd Annual Atlantic Christmas Fair**

**Oct 26 – 27**  
**Lipizzaner Stallions 2007**



**Halifax Metro Centre**

**July 1 – 8**  
**2007 Royal Nova Scotia International Tattoo**

**July 22**  
**Bachman Cummings in Concert**

**Aug 15 – 19**  
**Saltimbanco (Cirque du Soleil)**

**Sept 10**  
**Brad Paisley in Concert**

**Sept 13**  
**The Tragically Hip in Concert**

**Sept 23**  
**NHL Pre-Season Hockey: Montreal Canadiens vs. Boston Bruins**

**For More Information Contact:  
 Communications Department  
 Tel: (902) 421-1302 ext. 183**

**World Trade Centre Atlantic Canada | Events Halifax! | Ticket Atlantic Exhibition Park | Halifax Metro Centre | World Trade and Convention Centre**