



**FOR IMMEDIATE RELEASE**

Toronto, ON - June 18, 2024

In a time of increasing closures and privatization of public waterfront spaces, the world's top thought leaders on water and waterfronts are coming together at downtown Toronto's last remaining public waterfront access point. This gathering aims to highlight the critical importance of preserving public access to our waterfronts for the health and well-being of the community.

The recent closure of pedestrian access to Michael Hough Beach at Ontario Place, Toronto's cleanest beach, has sparked a water-access crisis for many who rely on these spaces for their physical and mental health. Furthermore, authorities are increasingly bouldering over other public beaches, rendering them unfit for human use.

This symposium calls for those who actively use the waterfront—swimmers, paddlers, rowers—to take charge of its future. It's a call to action for community members to voice their concerns and envision a waterfront that remains accessible to all.

The event will feature groundbreaking technologies such as a virtual reality spinal rehabilitation ride that operates on the water's surface, underwater virtual reality headsets,

and the world's first underwater musical instrument, the hydraulophone. Presentations will be given by:

- **Steve Mann**, XR (eXtended Reality) inventor
- **Ed Hore**, Founder of Waterfront for All
- **Niv Froehlich**, Director of Paddle Canada Stand Up Paddleboard & Kayak Programs

Additionally, we will unveil **Denaturement**, an innovative art installation and pub concept showcasing denatured beer, wine, and spirits—for display purposes only. This installation serves as a metaphor for the current state of Toronto's waterfront, where water is viewed merely as a scenic backdrop, devoid of safe and easy access.

Join us in celebrating and advocating for our waterfront on this special solstice occasion.

#### **Event Details:**

- **Date:** Thursday, June 20th
- **Time:** 4pm
- **Location:** Trillium Park Swimdock, Ontario Place
- **Contact:** [press@swimop.com](mailto:press@swimop.com)
- Or **Calum Leaver-Preyra** at: [calumdlp@efreepr.com](mailto:calumdlp@efreepr.com)

Together, let's ensure our waterfront remains a vibrant and accessible space for all.

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