

**MEDIA RELEASE**  
**FOR IMMEDIATE RELEASE**  
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## **\$5 Million Investment in London Convention Centre Starts Now**

*Beautiful design, energy efficiency and accessibility lead the renovation*

The London Convention Centre is doing its part to invest in London's future. Starting October 19, the 22-year old London Convention Centre is launching an important capital improvement project. This \$5 million investment to upgrade the LCC will further the everyday commitment to clients - best in class service and expectations exceeded with every interaction.

"The Convention Centre fulfils such an important need for London both locally and across Ontario and Canada. These significant renovations will make the facility more modern, vibrant, efficient and accessible, allowing both Londoners and the many visitors to our great City to continue to connect and share for decades to come," said Mayor Matt Brown.

"We know it's time for more modern, accessible spaces to meet the needs of sophisticated audiences from London and around the world and we are excited to start this upgrade," added chair of the board, Brian Soanes. The project is heavily focused on the first floor and includes modern design touches, energy efficiency upgrades and accessibility upgrades.

A key element of the project includes transforming the current main floor theatre to additional event space where groups can bond and intimate conversations can take place. To kick off the project, speakers, sound equipment, acoustic curtains, lighting and other materials have been donated to the Grand Theatre, the Palace Theatre and Habitat for Humanity, extending the project's community impact even further.

### **COMMUNITY QUOTES**

#### **John Winston, Tourism London**

This investment is welcomed and is a sound business decision. The proposed redesign and upgrades to the existing facility is long overdue and will serve to not only enhance city-wide convention opportunities but will position London as a notable contender in a highly competitive meeting and convention market.

#### **Brian Soanes, London Convention Centre Board Chair**

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### **Janette MacDonald, Executive Director Downtown London**

The London Convention Centre is a key partner in London's growing economy and from Downtown London's perspective, the more people we can attract to events, conventions etc., the busier our stores and restaurants become. We know that the LCC operates in a very competitive marketplace and requires every advantage we can afford. This modern, fresh design coupled with the highly professional customer service offered by the team gives London a winning combination.

### **Mayor Matt Brown**

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### **Joe Drummond, General Manager Hilton**

We at the DoubleTree by Hilton London are very proud of the convention facility that we have in our community. The investment that is being made at the convention centre will improve the facility to reflect today's consumer wants and needs. The timing of the investment is perfect as it follows the millions of dollars recently invested by the stakeholders in the hospitality industry in modernizing their facilities.

### **Background**

The London Convention Centre is host to up to 400 events annually, which contribute up to twenty million dollars to the local economy each year. The London Convention Centre is an internationally certified AIPC Gold Standard venue offering over 63,000 square feet of exceptional meeting and exhibit space. The London Convention Centre connects individuals from the local, provincial, national and international community by offering customized experiences that assist in knowledge transfer and entertainment enjoyment. **CONNECT. SHARE. PLAY.** at the LCC!

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### **For more information or to set up interviews please contact:**

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