

**THE SHOW MUST GO ON – INTERNATIONAL CENTRE ENCOUNTERS SIX DAY POWER OUTAGE**

**MISSISSAUGA, ON. SEPT 22, 2011:** On Saturday, September 3, 2011 a violent storm hit the International Centre and surrounding areas collapsing fifteen hydro lines and resulting in a major power outage affecting International Centre events, tenants and staff.

Equipped with onsite generators for emergency situations, the International Centre was able to provide basic essential services and ensure safety to the facility. Enersource (Mississauga Hydro) quickly determined that full restoration of power would take up to six days. While onsite generators provided basic services it was critical to maintain food services for events and patrons. The International Centre staff quickly assembled to map out a course of action to ensure events ran seamlessly in a safe environment. International Centre staff along with its supplier partners; ShowTech Power and Lighting, Tone-Gar Security Services, Caldas Building Services and BRB Parking worked around the clock to ensure the events planned during this period could run with little to no disruption or inconvenience.

“I am extremely proud of the staff and supplier partners here at the International Centre.” said Michael Prescott, CEO of the International Centre, “Events take weeks, months and sometimes years to plan and with the power outage we faced extraordinarily difficult circumstances. Our staff and supplier partners developed creative and effective solutions to ensure that issues caused by the power outage were minimized for our clients and their events.”

International Centre staff responded quickly to solve any problems that arose during the six day power outage. Promotional Product Professionals of Canada (PPPC) has held its annual event at the International Centre for the past twelve years. As the event runs only once a year it is integral to the success of PPPC’s business objectives that their event runs smoothly. “I have always had a great experience at the International Centre,” said Zuhrah Ahsan, from the PPPC Ontario Chapter. “The experience really is a result of the staff. The power outage did not result in any inconveniences and that is why I continue to book my events at the International Centre.”

Showcasing the hard work and dedication of its tireless and committed staff during the unexpected power outage, the International Centre was able to provide power to over eight events including a two day trade show. The International Centre truly understands that ***the show must go on!***

**About the International Centre**

The International Centre is the leading trade and consumer show venue in North America, and one of Canada’s largest privately owned multi-purpose conference facilities. The International Centre boasts 37 years of success hosting trade and consumer shows; the mainstay of its business. Located at 6900 Airport Road, offering complementary parking for 5,000 vehicles, and surrounded by more than 10,000 hotel rooms, the International Centre is easily accessible from any point in the Greater Toronto Area, and especially for business travelers who arrive at Pearson International Airport, just minutes away. For more information visit [www.internationalcentre.com](http://www.internationalcentre.com).