



## News Release

For immediate release  
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### Upgrades Get E's at London Convention Centre

The London Convention Centre officially unveils its \$1.3 Million facilities upgrade at an open house for clients and guests on Wednesday, September 16<sup>th</sup> at 4:30 pm. The upgrades, part of the LCC's strategic plan, focused on three key objectives says Lori Da Silva, General Manager, "the local economy, the guest experience and the environment were the three "e's" of this project"

"Careful planning and coordination minimized the revenue impact to the LCC and maximized employment of the London trades sector," continued Da Silva. The upgrades to the second floor ballroom and public space were completed in nine weeks, during the LCC's traditionally slower summer period. Local contractors, trades and materials were used, where possible, to benefit London's economy. "The average convention adds \$350,000 to our economy so it was important that we minimize disruption to business," stated Da Silva. "The upgrade means we can compete more effectively for convention business in the years ahead."

The upgrades include over 40,000 sq.ft. of new carpet , acoustic wall coverings, and state of the art lighting design including energy efficient HID lights; and programmable LED lighting in the east corridor.

"Guests told us what makes a great experience here at the LCC and we're delivering," said Michael Crowley, LCC Board Chair. These upgrades will enhance the experience, ensuring the LCC remains competitive in a very competitive industry," continued Crowley. "The new LED fixtures and software means we now have the ability to customize the look of the space and compliment convention design in our building"

All upgrades were evaluated and chosen on the basis of environmental impact. The new carpet is carbon neutral and SMART Platinum Certified. The old carpet has been donated to the local Habitat for Humanity to be re-used in building 10 new homes in 2010. Energy consumption has been significantly reduced with the new efficient HID and LED lighting.

"The environment is always a priority at the London Convention Centre," stated Lori Da Silva. "These upgrades have enhanced our facility and our guest experience while reducing our environmental footprint."

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The London Convention Centre with over 70,000 square feet of exceptional meeting space including a small theatre for 300, creates exceptional experiences through superior personal service and quality facilities, for international conventions, corporate events and industry trade shows.

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