



# LIGHTHOUSE

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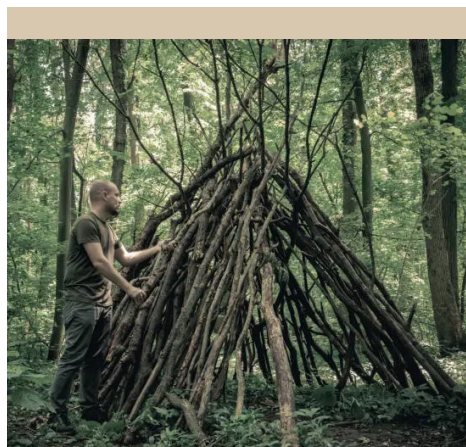


## LAND ACKNOWLEDGMENT

We honour the Haudenosaunee and Anishinaabeg stewards, whose traditional territory we work and thrive on, protected by the Dish With One Spoon Wampum agreement. We are grateful to walk, work and create on this land, and commit to sharing its spirit with future generations.

## HEY CREW! OUR 750 LEGENDS, WELCOME TO SURVIVOR ISLAND!

Launching May 3, 2025 on the Hamilton waterfront, our home rises within the \$140-million West Harbour transformation. With 44 themed zones, 22 rides, a water park, live theatre, and a global food playground, Survivor Island® is a vibe, built by and for you.

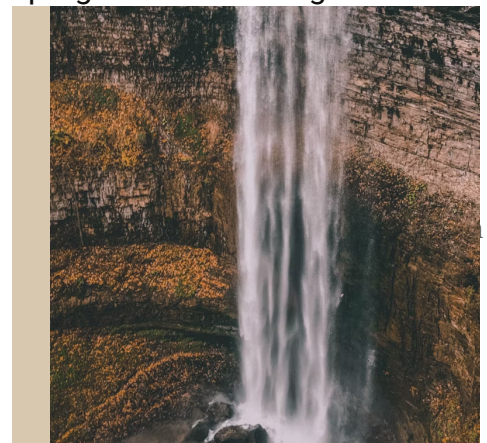


We're proudly supported by INVESTINHAMILTON, Ontario Chamber of Commerce, Cannes Lions, FIFA®, Air Canada, TIFF, Walt Disney World, LEGOLAND®, Tim Hortons, and Collective

Arts. Our heartfelt gratitude to the Mayor, City of Hamilton, it's amazing citizens+ volunteers. Be the first, relish live cooking and farm-to-table treats,

**“YOU ARE THE SOUL OF OUR STORY! OUR MASCOT, TIGÓN HAS SPOKEN, NOW, LET’S MAKE HISTORY.”**

sponsored by TIAO and Niagara Grape & Wine. Staff get 80% off everything across the board. Stay tuned...our Brand Ambassadors and Champions program is launching.





# We Are the Champions

## MY TRIBE!

Elevating the Launch a once-in-a-lifetime opportunity to become the first 7 legendary Champions, each shaping one of our signature islands. Inspired by the storytelling spirit of the Cannes Lions Festival, we celebrate bold creativity, brave purpose, and unforgettable multisensory experiences.

Led by our Guest Experience Strategist, Giselle Pretto, 'champions' will learn from leaders like Walt Disney World®, LEGOLAND®, Cannes mentors, TIFF and musical icon, Celine Dion.



Champions will evolve into Gamechangers, who'll work with our mascot leading the #WeAre26 fanzone, promoting gender equity in soccer. Alternately, transform into Survivors, Trailblazers, Builders or Lifesavers. It's about championing responsibilities for the greater good and earning rewards that serve the greater purpose.



## CARPE DIEM

- ✿ Complete 3 immersive plus creative "Tiger Cat" challenges
- ✿ Pitch live to judges including Q Burdette, Canada's own #Survivor star.

Winners receive VIP access, mentorship, media recognition, and a timeless place in Survivor Island history.

*"This is about shaping life skills," says Giselle.*

*"Championing is about vision, voice, and heart."*

Bring your fire. Scan your heritage.

Let Hamiltonians choose YOU.



**APPLICATIONS OPEN APRIL 5. DEADLINE: APRIL 20.**

**#WEARESURVIVORS**