

ONLINE SPECIAL INITIATIVE ENTRY

Dear Judge:

The Ontario Music Festival Guide was put together by Metroland Halton Division online editor Louie Rosella and reporter Bambang Sadewo.

They compiled a list of summer music festivals across the Metroland footprint. Why was a team from Halton selected to take on this project? Coupled with the digital skills of Rosella and Sadewo is the fact that the largest and most prestigious music festival in the province — the Sound of Music Festival — is based in Halton.

An ambitious project, the online guide features the top 10 showstoppers, detailed descriptions of festival activities on and off stage along with multi-media components including an interactive map and performance videos.

Garnering page views in the thousands, the guide was a hit with readers looking for a round-up of outdoor musical entertainment offerings and getting a taste of what the shows would offer.

Regards,

Karen Miceli, managing editor
Metroland Halton Division newspapers