



### For Immediate Release

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## SnoFest named as 2026 top 100 Festivals and Events in Ontario

**Georgina, ON** – SnoFest has been selected as a top 100 festival and event by Festivals and Events Ontario (FEO). This prestigious award recognizes excellence in municipal leadership and festival and event partnerships throughout the province.

“SnoFest is a true celebration of the winter season and everything that makes our community special,” said Mayor Margaret Quirk. “It is an honour to receive this award from Festivals and Events Ontario in recognition of the incredible work behind this event. I would like to acknowledge the many Town staff throughout the organization, as well as the dedicated volunteers, whose passion and commitment make SnoFest such a success every year. This event showcases the ROC as a premier winter destination, attracting visitors from Georgina, York Region, the GTA and beyond.”

SnoFest is Georgina’s signature winter celebration, a tradition for more than 20 years that continues to grow alongside the expanding community. Held at the ROC, Georgina’s premier outdoor recreation destination, SnoFest transforms the winter landscape into an inclusive, family festival designed to bring people together for a day of fun in the snow. With skiing, snowboarding, snow tubing, snowshoeing and a full event lineup, SnoFest embraces winter as something to celebrate. SnoFest being chosen as a top 100 festival and event highlights Georgina as a winter destination community.

This achievement was made possible through the dedicated efforts of many Town divisions that work together every year on SnoFest. The Town of Georgina was recognized in 2025 as the winner of the Municipality of the Year Award, for the population category of less than 50,000.

Festivals and Events Ontario is a non-profit organization that has been representing the festivals and events industry in Ontario for 30 years.

