

August 29, 2020
Temagami, ON

The official handover of the Temagami Dry Trademark was part of today's events hosted by the Temagami Community Market. Mayor Dan O'Mara and Council for the Municipality of Temagami welcomed Mr. Raymond Fortier of Fortier Beverages for this occasion.

"It gives me great pleasure to be here today to pass on the Trademark of Temagami Dry Ginger Ale to the People and to the Municipality of Temagami," stated Mr. Fortier. It is fitting that Temagami should possess this iconic Trademark since the Temagami Dry Trademark uniquely matches the Town name. It was first bottled in North Bay by MacDonald and Sons Ltd. in 1919. As I recall, the company was owned by Jack Shaw," noted Mr. Fortier. "The name Temagami Dry was thought to be more exciting than 'North Bay Dry Ginger Ale'. Fortier Beverages has produced Temagami Dry Ginger Ale since 1979, after acquiring the franchise from the DeLuca Family of South Porcupine."

"I would like to thank Dan O'Mara for his persistence and wisdom to see the potential of this Trademark to assist the Town of Temagami in a new venture." Mr. Fortier concluded by noting, "You have a beautiful Town to be proud of and I wish you the best of luck."

Council also welcomed Anthony Rota, MP for Nipissing-Timiskaming and Speaker of the House of Commons and Vic Fedeli, MPP for Nipissing and Minister of Economic Development, Job Creation and Trade for the event.

"Congratulations to the Municipality of Temagami, the new trademark owner of Temagami Dry. Both have a unique mystique, which makes them the perfect match. Here's to your future economic success."

— *The Hon. Anthony Rota, Member of Parliament for Nipissing-Timiskaming*

"This is a great project of the Municipality of Temagami, one that will keep the Temagami Dry Ginger Ale trademark right where it belongs. Hopefully, this branding can be used to increase economic development for the region. Well done!"

— *Vic Fedeli, Minister of Economic Development, Job Creation and Trade*

Mayor O'Mara noted, "We asked for the input from our Citizens and received a resounding yes. We also received some offered comments that Council will review as we work through the different economic development possibilities owning the Temagami Dry Trademark could make possible. I would also like to offer a special thank-you to those who stepped up and donated the funds to acquire this trademark."

"Council, with the assistance of Staff, continues to work hard to ensure a bright future for the Municipality" noted Mayor O'Mara. "We value the Public input and the process to acquire the Temagami Dry Trademark is an example of what can be done when we, as a community, work together."

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