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WaterFire Providence announces partnership with Experience RI

Specialty tourism experience provider donates to nonprofit organization for every ticket sold through November 2013

Providence, RI (Sept. 5, 2013) — WaterFire Providence announced today a cause marketing campaign sponsored by Experience RI, a specialty tourism experience provider that offers a variety of tours in and around Providence and the Ocean State.

Starting Saturday, September 7, 2013 through November 9, 2013, Experience RI will donate \$5.00 to WaterFire Providence for every \$10 adult ticket sold on its hop on, hop off shuttle service running on WaterFire nights (September 7, 21 and 28; October 5 and 12 and November 9). The company will operate 2 shuttle loops from WaterFire with one out to Federal Hill and the other to Wayland Square. The shuttles, which run from 5:00 PM to 1:00 AM, will stop at a number of fine restaurants in neighborhood throughout Providence as well as at the Rhode Island State Offices parking lot immediately off of exit 23 (from I-95N) for easy access, free parking.

Additionally, Experience RI will be donating \$1 for every ticket sold through November 9, 2013 for Saturday Night Shuttles on non-WaterFire nights as well as for their Explore Providence, Providence Dinner Tour and Newport for a Day experiences. For more information about Experience RI tours go to <http://www.riexperience.com> or visit their booth at the WaterFire Art Festival on the Plaza on Washington Street on WaterFire evenings.

Peter A. Mello, WaterFire Providence managing director, said “Experience RI is a new, entrepreneurial company that is providing visitors with rich Rhode Island experiences. We were excited when they approached us about supporting WaterFire, an event that we offer admission free to the public but which is pretty expensive to produce. Not only do we appreciate Experience RI’s financial support, but they will be helping us solve one of our greatest challenges, keeping more cars off the streets and reducing congestion downtown.”

Ted Stricklin, Experience RI president, said “We are a family run business that is passionate about and proud of all the great things Rhode Island has to offer visitors and residents. As one of the many tourism and hospitality businesses that benefits from WaterFire, my brothers and I wanted to create a program with WaterFire that will grow our business and support the nonprofit organization at the same time. We’re offering visitors convenience and rich Rhode Island experiences so it’s a win, win, win.”

Experience RI is owned and operated by three brothers who are Rhode Island natives, Ted, Jonathan and Timothy Stricklin. They offer tourism experiences in Providence and throughout Rhode Island with a fleet of 25 passenger luxury shuttles. For more information and reservations, visit <http://www.riexperience.com>, call (401) 886-0733 or email info@riexperience.com.

WaterFire Providence is a 501(c)3 independent, non-profit arts organization whose mission is to inspire Providence and its visitors by revitalizing the urban experience, fostering community engagement and creatively transforming the city by presenting WaterFire for all to enjoy. Created in 1994 by the artist Barnaby Evans, each year approximately one million visitors come to Providence to experience WaterFire making it one of the most popular tourist attractions in the State of Rhode Island. For more information about WaterFire Providence, please visit <http://waterfire.org> and <http://igniteprovidence.com>.

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