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NIAGARA 5000 RETURNS AUGUST 7–9 WITH GRAND TOURING POWERING AN UNFORGETTABLE CELEBRATION OF SUPERCARS, PRIVATE JETS & REGIONAL CULTURE

***Mayor Jim Diodati Rolls Out the Red Carpet for Niagara 5000: A High-Octane
Welcome to Canada's New Luxury Capital***

******[Video featuring Mayor Diodati here](#)******

Niagara Falls, ON - May 23, 2025 — **Niagara 5000**, Canada's premier supercar and private jet showcase, returns **August 7 - 9, 2025** for its most ambitious edition yet. Powered by **Grand Touring Automobiles** and presented in partnership with the **Ontario Ministry of Tourism** and **Niagara-on-the-Lake Tourism**, this three-day destination event will attract tens of thousands of visitors, hundreds of rare and iconic vehicles, and a [Cirrus Vision Jet](#), the world's first single-engine personal jet, to the Niagara region.

"Niagara 5000 is designed to be the most exhilarating supercar and aviation showcase in North America," said **Alana Hurov**, Founder and CEO of Niagara 5000. "Our goal is to create an experience that rivals the world's top automotive events, attracts the most prestigious global brands, and shines a spotlight on Niagara as a luxury destination. With the support of our partners and sponsors, we're bringing that vision to life in ways that are bold, immersive, and unforgettable."

Confirmed automotive sponsors include:

- **Grand Touring:** Rolls-Royce, Bugatti, Lamborghini, Aston Martin, Bentley
- **Pfaff Auto Group:** McLaren, Pagani
- **Policaro Group:** Porsche
- **Performance Group:** Mercedes-Benz
- **Lucid Motors**

A Cirrus Vision Jet will also be on display in Niagara Falls for the Supercar Parade and Cruise. The company will be flying VIPs to and from Niagara for the events on August 8th & 9th in the SR22T now equipped with Safe Return.

The Niagara 5000 experience begins on **August 7** with the **STK Steakhouse Fallsview Kickoff Party**, where Niagara Falls will be lit in Rolls-Royce purple for the first time ever. The evening includes a premium cocktail reception with DJs, displays of exotic cars and jets, and 40+ luxury sponsors.

On **August 8**, the **Supercar Parade** takes over Niagara Parkway, followed by a regional **Supercar Cruise presented by Hagerty**, driving through iconic destinations. Among the highlights: a ceremonial blessing of the supercars by the Briors at **Monastery Cellars**. A spiritual and symbolic moment that nods to Niagara's heritage while celebrating the road ahead.

"This event is the perfect reflection of Niagara's evolution as a luxury destination," said **Jim Diodati**, Mayor of Niagara Falls. "We have a buffet of fun and excitement in Niagara Falls and the region and this is another absolutely top tier experience we're proud to offer to our visitors!"

The series culminates with the **Hangar Experience** on **August 9** at Niagara District Airport, which will be a high-octane gathering featuring supercars, a private aviation showcase presented by Cirrus, immersive simulators, curated wine pairings, and live music.

"The Niagara 5000 is a spectacular showcase of innovation and adrenaline," said **Stan Cho**, Minister of Tourism, Culture and Gaming. "Our government is proud to support the event through our Experience Ontario program and help build Niagara's reputation as a world-class tourism destination. This exciting event is a perfect addition to Niagara's many tourism offerings and gives locals and visitors another fun way to experience the region this summer."

Many events are free and open to the public, while others are ticketed and require advance purchasing or registration. More partner announcements, brand showcases, and entertainment details will be unveiled in the weeks ahead.

Niagara 5000 is proud to support MacKids, the arm of Hamilton Health Sciences Foundation dedicated to fundraising for McMaster Children's Hospital.

For tickets, full event listings, and sponsorship opportunities, visit [**www.niagara5000.com**](http://www.niagara5000.com)

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About Niagara 5000

Niagara 5000 is North America's most exclusive supercar and private jet showcase, transforming Ontario's Niagara Region into the ultimate destination for luxury, performance, and innovation. Held annually each August, the three-day celebration features a stunning lineup of elite vehicles, private aviation displays, exhilarating test drives, VIP soirées, wine tours, and unforgettable moments.

Founded in 2023 by entrepreneur Alana Hurov, Niagara 5000 was created to unite collectors, industry leaders, and luxury lifestyle seekers in a world-class experience that merges high-octane thrills with curated hospitality and culture. From family-friendly attractions to bespoke events, Niagara 5000 offers something extraordinary for every kind of guest.

A proud supporter of McMaster Children's Hospital, Niagara 5000 is more than an event, it's a movement that drives impact both on and off the road.

For more information, visit www.niagara5000.com.

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