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Engines Ready: Thousands Expected for Niagara 5000 Supercar Parade & Cruise on August 8

Niagara Falls, ON – July 25, 2025 – The countdown is on for one of the most exhilarating public events of the summer: the **Niagara 5000 Hagerty Supercar Parade & Cruise in support of McMaster Children’s Hospital (MacKids)**, taking place on **Friday, August 8** and expected to draw over **20,000 spectators**.

Presented as part of **Niagara 5000**, Canada’s largest supercar and private aviation showcase, the Parade brings together a dazzling fleet of vehicles from **Rolls Royce, Bentley, Aston Martin, Lamborghini, McLaren, Mercedes, Porsche and Lucid**, plus rare vintage cars and jaw-dropping custom builds.

In partnership with The Niagara Parks Commission, the public is invited to line the Parade route beginning at **9:30 a.m.**, along the parkway in front of the majestic Niagara Falls. It’s where two great wonders of the world unite, Niagara Falls and Supercars. The Supercars will drive slowly along the route as people admire and photograph the first parade of its kind in front of The Falls.

“This isn’t just a supercar parade, it’s a celebration of community, culture, and craftsmanship,” said **Alana Hurov**, the CEO of Niagara 5000. “Our drivers and partners are generously donating their time and presence to help us raise funds for McMaster Children’s Hospital, helping kids and their families when they need it most. Seeing this region come together like this is nothing short of magical.”

More than **100 supercars** are expected to roll out in curated groups, each led by a branded lead vehicle and accompanied by music and emcees. Participating sponsors

include **Grand Touring Automobiles**, McLaren Toronto, **Performance Mercedes**, **Policaro Group & Lucid Motors**. Car Club partners include: Hagerty Garage & Social, Porsche True North, Saturn Drives, Porsche Club of Upper Canada, Ontario Car Scene, Audi Club of Canada, True North Convertibles, Niagara Corvette Club of Ontario, Mercedes Benz Club of Canada, Aston Martin Owners Association, Ferrari Club of America - Canada East, Datsun Club of Ontario, R Club, Lamborghini Club of Canada and The Saab Club of Ontario.

A **DJ** will be on site to introduce each group as they depart, creating a high-energy festival atmosphere for attendees of all ages.

“Niagara 5000 brings the world to Niagara,” said **Klaus Reif**, owner of Reif Estate Winery, longtime car enthusiast & event partner, “This is about passion and hospitality, and we’re honoured to welcome these stunning machines, their drivers, and the crowds that follow.”

The Parade will culminate in a **private cruise through Niagara’s back roads**, with featured Pitt stops, which are open to the public:

Reif Estate Winery - Bentley

Stratus Winery - Aston Martin

Château Des Charmes - McLaren

Ravine Vineyard - Classic Cars & Zehr Insurance

Peninsula Lakes Golf Course - Mercedes

Southbrook Vineyard - Lucid

K1 Speed - Omnifission Racing Team

Ferox - Porsche

Roadside Flower Market - Lamborghini

The day also includes the **TNG Exotics Kids Supercar Festival**, from 9 am to 4 pm, with supercar displays, kids’ rides and family-friendly activations, all in support of MacKids, happening at Queen Victoria Park in Niagara Falls.

Angelo Paletta, CEO and president of TNG Exotics & Limited Editions said: “We’re proud to be able to support MacKids through our ongoing philanthropic initiatives throughout the communities we serve.”

TNG Exotics will also be showcasing two Aston Martin vehicles in the Supercar Parade and participating in select events throughout the weekend.

EVENT DETAILS

WHAT: Niagara 5000 Supercar Parade & Cruise

WHEN: Friday, August 8 | Parade starts at 9:30 a.m.

WHERE: In front of Niagara Falls - The Parkway

WHO: Open to the public | 100+ luxury, vintage, and custom vehicles

WHY: A community fundraising event in support of McMaster Children's Hospital - MacKids

For tickets, visit www.Niagara5000.ca.

For updates, use hashtag **#Niagara5000** and follow **@Niagara5000** on Instagram.

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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 niagara5000.com.

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