

FOR IMMEDIATE RELEASE

INGERSOLL PARTNERS WITH LIVETRAINS.COM TO BRING RAILFAN TOURISM TO TOWN

Ingersoll, ON November 13, 2024 — Ingersoll's latest tourism venture involves a strategic partnership with the renowned live train streaming service, LiveTrains.com.

Beginning in November 2024, at two railway crossings in Ingersoll will be live streamed 24/7 on the LiveTrains.com platform, allowing train enthusiasts (also known as railfans) from around the world to view rail activity in the community.

The live stream locations will be at the rail crossings on 97 Mutual Street and 110 Mutual Street, showcasing the operations of the Canadian National Railway, VIA Railway and Ontario Southland Railway, which is of significant interest to the railfan community due to its unique motive power.

So far, interest in Ingersoll area from railfans has been purely through word of mouth, but by installing railcams, Ingersoll could truly establish itself as a railfan destination. This is a unique opportunity to tap into a niche market and create a positive economic impact locally by welcoming these enthusiasts.

LiveTrains.com has reported over 800,000 monthly viewers indicating strong interest and engagement from the railfan community. The company will be responsible for providing and maintaining all the necessary equipment and technology to ensure the live streams run smoothly 24/7.

Residents and visitors will be able to access the live streams on the LiveTrains.com website, where they can watch the rail activity in Ingersoll from the comfort of their own homes or while exploring the community.

What is a railfan?

A railfan is a train enthusiast who spends time photographing and/or observing trains, often travelling long distances to catch unique views or visit rail-heavy spots. Railfanning is a hobby that can be incorporated into travels and is part of a worldwide community.

For more information about the partnership or to access the live streams, please visit LiveTrains.com or contact Kyle Stefanovic at kyle.stefanovic@ingersoll.ca.

Quotes

"This partnership is an exciting opportunity to showcase Ingersoll to passionate railfans and drive economic activity to our local businesses. By live streaming our railway crossings, we can put our community on the map as a must-visit destination for train enthusiasts."

- Kyle Stefanovic, Director of Community Services.

About the Town of Ingersoll

Nestled in the heart of southwestern Ontario, the Town of Ingersoll is a vibrant community with a population of over 13,000. As a forward-thinking municipal government, Ingersoll is a strong, diverse, green, and sustainable community that respects our people, honours our past and shapes our future. From cultural venues, such as museums, theatres, and art galleries, to outdoor adventures, such as hiking, cycling, and fishing, you'll find what you are looking for in Ingersoll. Ingersoll's Town Hall, centrally located in the heart of our community, serves as a hub for accessible and responsive municipal services. Stay connected with us online through our official website, www.ingersoll.ca, and follow our social media channels at @townofingersoll and @touringersoll. Explore our strategic vision for Ingersoll in our [Strategic Plan](#).

About LiveTrains.com

Live Trains is an online train enthusiast marketing platform that brings your location to life through 24/7 live-streamed train footage and content. With strategically placed high-definition cameras, Live Trains offers a front-row seat to the action, allowing enthusiasts to witness trains in real-time from various locations that they never knew about.

Contacts

Kyle Stefanovic | Director of Community Services | Town of Ingersoll
519-425-1181 x 6269 | kyle.stefanovic@ingersoll.ca | www.ingersoll.ca