



Victoria Celebrates Canada Day!

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For Immediate Release

VICTORIA, BC — On July 1, British Columbia's Capital City will host THE Canada Day Celebration on the West Coast. *Victoria Celebrates Canada Day* will attract over 50,000 visitors and residents to its gorgeous Inner Harbour for a full day of family-oriented activities.

Attendees will have an opportunity to participate and celebrate Canada's birthday throughout the day as well as interact with local organizations that make this festive event possible. The City of Victoria is proud to recognize that Coast Capital Savings will once again be the Presenting sponsor of *Victoria Celebrates Canada Day*.

"Coast Capital Savings invests seven per cent of pretax profits every year into the community, including events like this, because we're proud citizens of Canada and of this community," said Lawrie Ferguson, Chief Marketing and Public Relations Officer. "This Canada Day celebration is a really special event and we congratulate our partners from the City of Victoria and the other businesses involved in making this spectacular show a reality."

As a nod to the Capital City, a main stage concert featuring some of BC's best up-and-coming talent will take place on the lawns in front of the Legislature building. Hayley Sales, who was honoured as female vocalist of the year at the Vancouver Island Music Awards, will grace the stage and delight audiences with her music, which draws influences from reggae to jazz to rock.

World-wide acclaimed, *Jon and Roy* will perform their unique blend of folk, reggae and hip hop, along with Victoria's best bluegrass pickers and singers, *Rock Island Ramblers*, and the loud and boisterous old-world folk brass band, *Bucan Bucan* (pronounced *booCHAN booCHAN*),

For the younger audiences, Anne Glover's engrossing and hilarious stories, told with mind-bending string figures, will engage children with her mischief and magical performance.

"I am always amazed at the broad range of talent that resides in Victoria and BC and how collectively we are able to produce a line-up that appeals to audiences of all ages," said Charlayne Thornton-Joe, City of Victoria Councillor and Canada Day Committee Member. "It is very important that the Canada Day programming is a true reflection of our national pride and identity."

The Downtown Victoria Business Association has truly embraced the Canadian spirit with the “Living Flag” that will incorporate 2010 participants from the community dressed in red and white. Finally, the evening celebration will conclude with Canada Day’s traditional fireworks display lighting up the skies over Victoria’s Inner Harbour.

The event has also received major funding from the Celebrate Canada Committee and the support of local organizations including Townline, the Provincial Capital Commission, the University of Victoria, Blackball Transport, BC Hydro, Thrifty Foods, the Hotel Association of Greater Victoria, the Greater Victoria Chamber of Commerce, Robbins Parking, Money Mart, Ralmax, the District of Saanich, the Township of View Royal, the District of Oak Bay, ‘A’ British Columbia, Kool FM and the Times Colonist.

“*Victoria Celebrates Canada Day* continues to benefit from our sponsors’ active input, support and participation,” said Charlayne Thornton-Joe. “On behalf of the City of Victoria, I would like to encourage local organizations and businesses to support this event and be a part of making this free celebration on our Nation’s birthday a reality.”

For details on how you can support *Victoria Celebrates Canada Day* or for event information, please visit www.VictoriaCanadaDay.ca

We hope to see you on July 1.

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For More Information:

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