



## Victoria Celebrates Canada Day with a Flavour of Canada

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For Immediate Release

VICTORIA, BC — On July 1, over 50,000 attendees will descend on the Inner Harbour and celebrate Canada's 143<sup>rd</sup> birthday in what will be THE Canada Day Celebration on the West Coast. This year, for the first time, visitors and residents have the opportunity to taste Canada's cultural diversity through a four-day, international food festival called "A Flavour of Canada", which kicks off on July 1 and runs until July 4.

The food festival will take place at Ship Point, Inner Harbour, from 11 a.m. to dusk. The Provincial Capital Commission, a Gold sponsor of *Victoria Celebrates Canada Day*, is proud to support this initiative, which celebrates Canada's unique cultural mosaic.

"The Provincial Capital Commission's mandate to connect and celebrate is designed to inspire good citizenship and foster pride in our communities, our provincial capital and in being Canadian," said PCC CEO Ray Parks. "We are pleased to again support this wonderful event that celebrates our collective history, diverse cultures and national identity."

"A Flavour of Canada" will offer a smorgasbord of cuisines from around the world. Visitors and residents will have the opportunity to try food from the Hungarian Society of Victoria, India Canada Cultural Association, Vancouver Island Event Catering, Puerto Vallarta Amigos, and Smokie Joe's. Some of the fare that patrons will enjoy includes Hungarian langos, Indian curries, fajitas and halibut burgers.

Individuals and families can enjoy a variety of on-site activities at the festival while savouring international delights. Coast Capital Savings, the presenting sponsor of *Victoria Celebrates Canada Day*, and other partners will host activities such as face-painting, give-aways, and more. "A Flavour of Canada" will also coincide with the Night Market at Ship Point, which transforms Victoria's Inner Harbour into an enchanting bazaar of artists, musicians, and performers.

"The beautiful Inner Harbour has always played host to many of Victoria's amazing summer events," said Charlayne Thornton-Joe, City of Victoria Councillor and Canada Day Committee Member. "This year, we're excited to transform this area into a space that celebrates Canada and truly captures our country's cultural diversity."

*Victoria Celebrates Canada Day* is produced by TNT Productions. The local production company has produced events in the community for over 10 years, including the Canada Day Celebrations, Folkfest and the Olympic Torch Relay Celebration.

Visitors and residents attending “A Flavour of Canada” on July 1 can also enjoy several activities on the legislature lawns during *Victoria Celebrates Canada Day*. Activities include the popular Downtown Victoria Business Association “Living Flag”, an evening concert with the likes of local emerging artists like Hayley Sales and Jon and Roy, and a fireworks display. Tune into Kool FM to hear the official fireworks music broadcast live at 10:20 pm.

*Victoria Celebrates Canada Day* is an initiative of the City of Victoria and is presented by Coast Capital Savings. The event also received major funding from the Department of Canadian Heritage and the support of local organizations including the Provincial Capital Commission, the Townline Group of Companies, Black Ball Ferry Line, BC Hydro, Thrifty Foods, the University of Victoria, the Greater Victoria Chamber of Commerce, the Hotel Association of Greater Victoria, Robbins Parking, the Township of Esquimalt, the District of Saanich, the District of Oak Bay, the Town of View Royal, Money Mart, the Ralmax Group of Companies, 'A' British Columbia, CFAX 1070, Kool FM, and the Times Colonist.

“Holding such a multi-faceted celebration of Canada’s birthday isn’t possible without the contributions of our sponsors,” said Charlayne Thornton-Joe. “On behalf of the City of Victoria, I would like to thank our local organizations and supporters, as I’m sure this event will be the Canada Day event to remember in our City’s history.”

The City of Victoria would like to encourage event patrons to take public transportation or bike to the July 1 festivities. All event information can be found at [www.VictoriaCanadaDay.ca](http://www.VictoriaCanadaDay.ca)

If you wish to submit an application to participate in “A Flavour of Canada” please visit the Victoria Canada Day website for contact information.

— 30 —

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