Victoria Celebrates Canada Day
A Three-Day Family-Friendly Celebration

Date: Monday, June 20, 2011

VICTORIA, BC — This year, Victoria Celebrates Canada Day is a three-day, family-friendly celebration, featuring children’s activities, music performances, and an international food village, taking place over the July long weekend.

On July 1, Victoria Celebrates Canada Day will feature a full schedule of events during the day starting at 11 a.m. with A Flavour of Canada and family-oriented events at Ship Point, including multiple activity tents presented by various sponsors. A new secondary performance stage at Ship Point will showcase emerging artists and multicultural groups throughout the long weekend.

The City is pleased to be able to offer an expanded series of children’s activities on the Legislature Lawns due to the generous support of Coast Capital Savings, the Presenting Sponsor of Victoria Celebrates Canada Day. The Monster Mural, introduced last year with overwhelming success, will return to provide children the chance to be creative with their Canadian pride. New this year will be the Community Tree, where people can post their celebratory Canada Day messages on red, maple-leaf shaped post-its – making the tree flourish with national pride.

“We are excited to be offering a range of family-oriented activities and performances on Canada Day and throughout the long weekend,” said Charlayne Thornton-Joe, City Councillor and Canada Day Committee Member. “Canada Day is a time for us to come together and celebrate our diversity, and it’s a time to share our collective pride in being Canadian. The international food village and new multicultural stage at Ship Point will enable us to do just that.”

The afternoon will include First Nations music and dance and the welcoming of new Canadians on the Canada Day Main Stage on the Legislature Lawns, as well as activities downtown presented by the Downtown Victoria Business Association.

Fred Penner, the acclaimed Canadian children’s entertainer famed for The Cat Came Back, will delight children and those young-at-heart at 5 p.m. Family-friendly music performances by local Vancouver Island artists will transform the Legislature Lawns into a one-of-a-kind concert, showcasing the talents of Quoia, Afro Mumanzi, Steph Macpherson, Shane Philip, Vince Vaccaro, and Current Swell. Canada Day celebrations downtown will culminate in a spectacular fireworks display at 10:20 p.m., set to Canadian music that will be broadcast on 107.3 KOOL FM.
To get people downtown safely and home again, BC Transit’s Late Night Service (#4 UVic, #6 Esquimalt/Royal Oak, and #14 UVic/Vic General) will be operating on Friday and Saturday night, with the last bus leaving downtown at 1:30 a.m. Buses will be following the Saturday bus schedule as Friday, July 1 is a holiday.

Families can take advantage of BC Transit’s Family Travel Program which enables up to four youths aged 12 and under to ride free anytime when travelling with a parent or guardian 19 years or older. The adult simply pays the fare using a monthly pass, DayPASS, ProPASS, U-PASS or BC Bus Pass. For information on bus service on Canada Day, visit: www.bctransit.com

“BC Transit is committed to helping ensure a safe Canada Day in Victoria,” said Manuel Achadinha, President and CEO of BC Transit. “Taking transit to and from the Canada Day celebrations is a safe, convenient, and cost-effective way for families to travel.”

To maintain a safe and enjoyable celebration for everyone, alcohol will again be banned from buses on Canada Day. Customers may be asked to demonstrate compliance by BC Transit staff or the police. Signs will be posted at main bus stops, exchanges, on buses and online before and during Canada Day celebrations.

Close to 200 police officers and reserves will be downtown on Canada Day, greeting the public and handing out free give-aways, while ensuring our nation’s 144th birthday celebration is a fun-filled, family-friendly event.

“Our members are looking forward to this great annual event and will be ensuring a safe, fun, family atmosphere,” said Chief Jamie Graham of the Victoria Police Department. “We will be working all day and night, and will be a very visible part of the Canada Day celebrations.”

For regular updates during Canada Day, follow @VicPDCanada on Twitter.

The public is encouraged to come downtown early as road closures around the Inner Harbour will begin earlier this year at 3:30 p.m. to provide a safe space for the community to gather and enjoy this festive celebration.

On-street parking downtown and City parkades will be free on Friday, July 1 and Sunday, July 3. Pay parking is in effect 24/7 at the City’s five surface parking lots.

For a detailed schedule of Victoria Celebrates Canada Day events over the long weekend, visit: www.VictoriaCanadaDay.ca

ATTACHED: Detailed Schedule of Events

For More Information:
Charlayne Thornton-Joe
City Councillor and Canada Day Committee Member
Cellular: 250 217.0776

Constable Mike Russell
VicPD Media Spokesperson
Victoria Police Department
Office: 250.995.7294

Joanna Linsangan
Manager, Public Relations
BC Transit
Office: 250.995.5720  Cellular: 250.507.8145