Gearing Up to Celebrate “Victoria 150”

Date: Wednesday, November 30, 2011 For Immediate Release

VICTORIA, BC — In 2012, the eyes of the Pacific Northwest will be on the Capital City as Victoria celebrates 150 proud years of incorporation. The City of Victoria is working in cooperation with the Greater Victoria Spirit Committee Society to develop a memorable and exciting line-up of 150th anniversary programming next year. Two grant programs, made possible by Canadian Heritage and the Greater Victoria Spirit Committee, are now available to help support community-based celebrations.

2012 is intended to be a visual and interactive opportunity that honours and respects Victoria’s proud history and celebrates its bright future. It aims to leverage the city’s natural and historic assets and engage the community in a variety of arts and cultural opportunities spanning the entire year.

“Next year is an opportunity for our community to reflect on 150 years of civic pride and renew our shared commitment to another 150 years as a world-class Capital City,” said Mayor Dean Fortin. “We have lots planned for the coming year, and we are hoping that the community will be part of the party.”

On top of a year of events and a celebratory anniversary August long weekend, two grant opportunities are available:

**Addressing Arts and Culture**
This exciting and unique art and cultural grant program project will highlight iconic locations and addresses in Victoria by encouraging and supporting the creative interpretation of their significance by artists of all disciplines. The result will be an exciting, dynamic and inspiring range of artistic endeavours that will bring to light the beauty and history of Victoria’s most valued spaces.

**My Community Celebrates 150!**
This grant program is designed for neighbourhood associations, community groups and community based non-profits to produce their own participatory celebration or project.

The Victoria 150 identity will be incorporated into virtually everything the City of Victoria does in 2012. This includes street banners, high profile signage, festivals and special events, community partnerships, promotional products and campaigns. City programs and activities will be tailored to the anniversary wherever possible and appropriate, to maximize resources and create a well-rounded, highly visual celebration year. For more information on how community organizations and businesses can get involved, visit: [www.victoria.ca](http://www.victoria.ca) and click on *What’s New?*

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