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

Date: Monday, June 25, 2012

VICTORIA, BC — With less than a week to go, Victoria Celebrates Canada Day, presented by Coast Capital Savings, is shaping up to be the most culturally dynamic, environmentally and family-friendly Canada Day celebration to date. The City of Victoria expects close to 50,000 attendees at the two-day celebration on Saturday, June 30 and Sunday, July 1, 2012 at Victoria’s Inner Harbour.

This year’s programming has expanded to showcase Canada’s vibrant bilingual culture and community. The July 1 headline performer will be the acclaimed hip-hop group Radio Radio. The musical group was secured thanks to funding obtained through both the Canada-British Columbia Cooperation Agreements on Official Languages and the Quebec-British Columbia Agreement on Francophone Affairs.

Radio Radio’s eclectic blend of hip-hop, jazz, blues and French and English rap will be complemented by an impressive line-up of Canadian artists. The festival is welcoming artists from across Canada, including Terry-Lynn Williams-Davidson, The Crooked Brothers, Gold and Youth, and Sidney York. Local favourites including The Archers, Salsa Caliente and the O’Brien Family will also take the stage. Canada Day celebrations will culminate with spectacular fireworks over Victoria’s Inner Harbour at 10:20 p.m.

Programming highlights on Canada Day will include an expanded series of children’s events on the Legislature Lawns, featuring the Juno Award winning children’s entertainer Norman Foote. The expanding children’s programming has been made possible by the generous support of Coast Capital Savings over the past four years.

A Flavour of Canada will return with its two-day international food village, activity tents, and expanded family-oriented performances on stage at Ship Point. Entertainers will include Dan Kosub, Leeroy Stagger and Lindsay Bryan. The Zone @ 91-3 will be on site both days, presenting the Band of the Month on Saturday evening.

On July 1, the community will have the opportunity to demonstrate their national pride by participating in the annual “Living Flag” human art piece on the Legislature Lawns. T-shirt pick-up will begin at noon with the “Living Flag” taking place at 2 p.m.

“The City of Victoria is proud to produce the “Living Flag” this year and we encourage residents and visitors to participate in this picture of Canadian patriotism,” said Charlayne Thornton-Joe, City of Victoria Councillor and Canada Day Committee Member. “Victoria Celebrates Canada Day has gathered tremendous support from our sponsors, and we are excited about the calibre of artistic talent that we are able to showcase.”
The City’s new “green” initiatives for the two-day celebration will include a free bicycle parking valet service adjacent to the Legislature Buildings, paper-mâché fireworks, and the use of recyclable products by all food vendors participating in the Flavour of Canada international food village. In addition, a new waste system has been added this year, enabling compost and recyclables to be separated from garbage.

With initiatives from sponsors such as Coast Capital Savings, CEV for BC (Clean Energy Vehicles for British Columbia), BC Hydro, Coca Cola and the Bottle Depot, festival goers can learn more about green forms of transportation and pick up new tips on eco-friendly living practices. The Victoria Bottle Depot will collect recyclables at the end of the event, with all proceeds going to the Canadian Cancer Society Cops for Cancer Tour de Rock.

To maintain a safe and enjoyable celebration for everyone, alcohol will be prohibited from buses on Canada Day. Customers may be asked to demonstrate compliance by BC Transit staff or the police.

“As we have done for the past few years, the transportation of alcohol on our buses will be prohibited so that we can support the objectives of the Victoria Canada Day celebration,” said BC Transit President and CEO Manuel Achadinha. “This is a major event for Victoria and we encourage everyone to take transit.”

BC Transit is committed to supporting the City of Victoria and the VIC-PD in making Canada Day a family centred event. Regular transit fares will apply and BC Transit buses will be operating on a Sunday schedule with supplemental buses. The last trips from the downtown core on Canada Day will be at midnight.

VicPD officers and reserves will be greeting the public and ensuring our nation’s 145th birthday celebration is a fun-filled, family-friendly event.

“The Canada Day celebrations are a wonderful showcase of Victoria that VicPD is proud to be a part of,” said Chief Jamie Graham of VicPD. “Our members are looking forward to ensuring a safe, fun, family atmosphere, as people from across our island come to our city to celebrate Canada’s birthday.”

The public is encouraged to come downtown early as road closures around the Inner Harbour will begin at 4 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 Sunday, July 1 and Monday, July 2. Pay parking is in effect 24/7 at the City’s surface parking lots.

ATTACHED: Detailed Schedule of Events and Sponsors

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

For a detailed schedule of events, performer bios and sponsors, visit: www.VictoriaCanadaDay.ca

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