

## Media Release



# Victoria Celebrates Canada Day Promises a Day Full of Multicultural Events and Activities for the Whole Family

Date: Tuesday, June 28, 2016

For Immediate Release

VICTORIA, BC — *Victoria Celebrates Canada Day*, presented by Coast Capital Savings, is gearing up to be a whirlwind of multicultural, family-friendly celebrations. The City of Victoria expects close to 50,000 attendees at the events around Victoria's Inner Harbour on July 1.

Headlining this year's Main Stage performances is Vancouver quintet Mother Mother. Delivering melting vocal harmonies, angular guitar lines and infectious rhythms, Mother Mother is a three-time JUNO-nominated indie rock band. 2017 sees the release of Mother Mother's sixth album, following the highly successful and critically acclaimed *Very Good Bad Thing*.

An exciting mix of local and cultural talent will also join the lineup, including the winner of the 2014 Juno Award for Aboriginal Recording of the Year, George Leach; Award winning Canadian children's performers, The Kerplunks; Vancouver Island based folk trio, Fox Glove; Victoria locals, The Choir, Lapis, and many more.

Acadian duo, Radio Radio hit the main stage mid-evening. Since the release of their first album *Cliché Hot* in 2008, Radio Radio have impressed with catchy, hip-hop flavoured electro. These energetic performers have become a staple in both the English and Francophone music scene. French programming on the *Victoria Celebrates Canada Day* main stage is made possible thanks to the support of the Canada-British Columbia Official Languages Agreement on French-Language Services.

Canada Day celebrations begin at noon, culminating in a magnificent display of light and sound, with fireworks above Victoria's Inner Harbour at 10:20 p.m., accompanied by music compiled by The Zone's Bryan Boitano, and available on The Zone @ 91.3 or 100.3 The Q.

Programming highlights will include the ever-popular Family Zone with an array of activities for children of all ages – with one or two treats for parents too. The Living Flag will take place on the Legislature Lawns at 2 p.m. This year, 1,500 red and white t-shirts will be available from 12:30 pm. Living Flag participants should be on hand to begin flag assembly at 1:30 p.m. *A Flavour of Canada* will return to Belleville Street with an international food village and sponsor activity tents.

"We thank Coast Capital Savings and all our sponsors for making this event possible," noted Councillor Charlayne Thornton-Joe. "From the Living Flag to the finale fireworks, we strive to produce a diverse, family friendly, safe and fun event for all to enjoy!"

A commitment to environment runs through the event, with 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. Increased recycling opportunities onsite will help ensure compost and recyclables are divided properly and kept separate from garbage.

Transit will run on a Saturday schedule on July 1. Additional buses will be added as required, and 35 to 40 buses will be standing by along the Douglas Street corridor, to start leaving downtown Victoria right after the fireworks show on the Inner Harbour. Some routes will run later: the last buses will leave downtown Victoria between 1:15 and 1:30 a.m. You can find full details of the service adjustments on the BC Transit website.

“July 1 is a special day, when we can all share our pride as Canadians and connect with others in our community to celebrate together,” said President and CEO, Manuel Achadinha. “We encourage people to choose BC Transit as a safe and efficient way to get around and enjoy all the events.”

Customers can ride all day for \$5, thanks to the BC Transit DayPASS, available only on buses; and adults using any pre-paid pass may bring up to four children under the age of 12 on the Family Pass Program. No alcohol will be permitted on board BC Transit buses in the Capital Region – even alcohol in closed containers. Police will help Transit personnel enforce this one-day regulation, to ensure everyone’s safety and enjoyment.

VicPD officers and reserves will be greeting the public and ensuring Canada’s 149<sup>th</sup> birthday celebration is a family-friendly event that is fun for everyone.

“Our officers will be out early and in large numbers in support of a safe, family-friendly celebration of our nation,” A/Chief Constable Del Manak said. “We’ll also be taking non-emergency calls for service on Twitter and Facebook again this year using #vicpdhelps.”

The public is encouraged to head downtown early as road closures around the Inner Harbour will begin at 4 p.m. to provide a safe space for the community to celebrate Canada’s Birthday.

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

**ATTACHED: Schedule of Events and Map**

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

For a detailed schedule of events, performer bios and sponsors, visit: [www.VictoriaCanadaDay.ca](http://www.VictoriaCanadaDay.ca)

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