



## *Victoria Celebrates Canada Day –* an Annual Family-Friendly, Multicultural Celebration

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For Immediate Release

VICTORIA, BC — To celebrate Canada's 149<sup>th</sup> birthday, the City of Victoria is pleased to announce an impressive line-up of performances, family-friendly activities, multicultural programming, an international food village, and stunning fireworks over Victoria's Inner Harbour on Friday, July 1, 2016.

Sponsors and children's activities will return to Belleville Street with plenty of interactive fun for the whole family. Vancouver Island-based three-time Juno nominated children's band The Kerplunks will engage audience members of all ages on the Main Stage in the early afternoon.

The ever-popular Coast Capital Living Flag will take place on the Legislature Lawns, with 1,500 free red and white T-shirts available. The goal is to exceed last year's Living Flag participant count of 2,500.

The City of Victoria is pleased to welcome back Coast Capital Savings as the Presenting Sponsor of *Victoria Celebrates Canada Day*. The celebration's increased focus on family-friendly entertainment has been made possible by the generous support of the credit union over the past eight years.

"Sharing our precious Canadian legacy – an appreciation of our rich cultural diversity, our proud history and our heritage – is an especially delightful expression of Coast Capital Savings' *Youth Get It* investment program," said Wendy Lachance, Director of Community Leaderships. "Our community promise is to help build a richer future for youth in your community, and family events like Canada Day celebrations are the perfect opportunity to do that, and to unreservedly show our Canadian colours and celebrate all things Canadian."

Main stage performances on July 1 will transform the Legislature Lawns into a one-of-a-kind multicultural concert experience. Headlining this year is Quadra Island's own infectious five-piece Indie rock band, Mother Mother. Other highlights include 2014 Juno Award winner for Aboriginal Album of the Year, George Leach, whose sound touches classic rock, soul balladry and funk. George Leach is also known for his acting in *North of 60* and *This is Wonderland*.

Returning this year is the contagiously fun French-Acadian hip-hop duo, Radio Radio. Over the past few years Radio Radio has become a must-see act, having performed at, amongst others, the FrancoFolies de Montréal, the Festival d'été de Québec, and the Festival International de Louisiane, as well as at numerous festivals in France and Belgium. 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.

An exciting mix of local and cultural acts will also join the Main Stage showcase, including Vancouver-based Lapis. Famed sitarist Mohamed Assani and music producer and composer Rup Sidhu have come together to create a fresh cultural hybrid sound informed by the traditional music of South Asia, Dub, Hip Hop and Electronic Music. They are known for their love of improvisation and original compositions with unexpected sonic pairings such as wave drums and sitars, freestyle rap and mridangam, mbira and beat boxing. Rounding out the line-up will be the all-female trio Fox Glove, The Choir, Bucan Bucan and Ocean Rain Arts Academy.

“We are pleased to once again offer a range of family-friendly, multicultural activities and performances,” said Charlayne Thornton-Joe, City of Victoria Councillor and Canada Day Organizer. “We invite the community to join us downtown on Canada Day in celebration of our diversity and pride in being Canadian.”

*Victoria Celebrates Canada Day* will continue its “green” initiatives, including biodegradable vendors’ food containers, increased recycling opportunities on site, and papier-mâché based fireworks. Also returning will be the free bike valet service, which offers a safe place to lock up bicycles for those who want to take sustainable transportation to the event.

*Victoria Celebrates Canada Day* festivities take place at Victoria’s Inner Harbour, the traditional territory of the Esquimalt and Songhees People. The event would not be possible without continued support from event sponsors and community partners, including Presenting Sponsor Coast Capital Savings. For event details and information on how to sponsor this event, visit [www.VictoriaCanadaDay.ca](http://www.VictoriaCanadaDay.ca).

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