



Canada Day Victoria, an Annual Family-Friendly, Multicultural Celebration

Date: Monday, June 4, 2018

For Immediate Release

VICTORIA, BC — Following the success of Canada's 150th commemoration last year, the City of Victoria is pleased to announce *Canada Day Victoria*, a re-imagining of a community celebration with emphasis on the unique and local aspects of our Capital City. On Sunday, July 1, an impressive line-up of local performers, family-friendly activities, and multicultural programming will be showcased, culminating in spectacular fireworks over Victoria's Inner Harbour.

Originating in Victoria, the ever-popular Coast Capital Living Flag will take place on the Legislature Lawns, with 2,000 free red and white T-shirts available. Last year, Victoria was hailed as having a record-breaking number (5,000) of participants and was named the "Largest Living Flag" in the country. The goal is to have the largest living flag in Canada again this year.

Sponsor activity tents and an eclectic mix of local food vendors will return to Belleville Street, with plenty of interactive fun for the whole family. The expanded Kids Zone will feature face-painting, balloon twisters, a bouncy castle and more.

The City is pleased to welcome back Coast Capital Savings as the Presenting Sponsor of *Canada Day Victoria*. The increased focus on family-friendly, diverse entertainment has been made possible by the generous support of the credit union over the past 10 years.

The Coast Capital Savings Youth Band will be an exciting new addition to the July 1 celebrations. Through a broad social media campaign starting June 5, local youth bands and musicians will be able to apply to www.canadadayvictoria.ca to win the opportunity to perform a coveted set on the Main Stage for an audience of thousands.

"Coast Capital Savings' community activities support youth. Canada Day events such as Victoria's celebration, are a great example of a community building activity that brings multi-generations together to nurture our rich history and national pride," said Maureen Young, Director, Community Leadership. "We are excited to give young people – and the wider Victoria community – an opportunity to celebrate the birth of our nation at a fun, inclusive and accessible event."

Main Stage performances on the iconic Legislature Lawns will feature an array of local and noteworthy performances. Headlining the Main Stage will be Victoria's very own Carmanah, who have had a successful year. Their hit single "Roots" reached No. 1 on CBC music, and they recently opened for KD Lang and completed a cross-country tour. Carmanah's presence is an ode to where they have come from, as well as where they are going.

Performing for the first time in Victoria will be singer Olivier Couture. With a childhood steeped in music, he has performed hundreds of shows in venues ranging from intimate to stadium-size in Quebec. Couture is a multi-faceted artist whose influences are drawn from many different eras of pop music. French programming on the *Canada Day Victoria* 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 multicultural acts will join the Main Stage showcase, including Band of Rascals, a Victoria-based, hard-hitting rock band with hints of vintage southern blues and soaring vocals; Batuque Axé, a multi-piece Brazilian band with captivating performances of traditional Brazilian dances and the Afro-Brazilian martial-art Capoeira; Paint the Town Red, a local Indigenous hip-hop group made up of artists YellowWolf and Barndawg; vocal artist Addie Elliott; and DJ Goadman of the One's and Two's.

Rounding out the line-up will be the Lekwungen Dancers; Wong Sheung Kung-Fu Club's traditional Lion Dance; Uminari Taiko, the high-energy Japanese Taiko drumming ensemble; Victoria's Youth Poet Laureate Agartu Ali; and the Sooke Community Choir.

"We are pleased to once again offer free activities and multicultural performances for the whole family to enjoy," said City Councillor and Canada Day Organizer Charlayne Thornton-Joe. "We invite the community to celebrate our diversity and pride in being Canadian by participating in *Canada Day Victoria* on July 1st at Victoria's Inner Harbour, the traditional territory of the Esquimalt and Songhees People."

Canada Day Victoria will continue its sustainability initiatives, including its commitment to only using biodegradable and recyclable food and beverage containers, a waste system that differentiates between compost, recycling and garbage, and papier-mâché-based fireworks. Also returning will be a free bike lock-up, which offers a safe place to park bicycles for those who want to take sustainable transportation to and from the event.

Canada Day Victoria festivities 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 or volunteer, visit www.canadadayvictoria.ca

— 30 —

For More Information:

Charlayne Thornton-Joe
Victoria City Councillor and Canada Day Organizer
Cellular: 250.217.0776

Vanessa Leong
Project Manager, Public Celebrations
vanessa@atomiqueproductions.com
Office: 778.433.4743