



Victoria's Canada Day – a Free, Family-Friendly, Multicultural Celebration at Victoria's Inner Harbour

Date: Monday, June 10, 2019

For Immediate Release

VICTORIA, BC — The City of Victoria is pleased to announce *Victoria's Canada Day*, a re-imagining of a community celebration with emphasis on the unique communities that make up Canada's mosaic. On Monday, July 1, an impressive line-up of diverse, multicultural performers and family-friendly activities 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 2,300 free red and white T-shirts available. Last year, Victoria was hailed as having the "Largest Living Flag" in the country with more than 3,600 participants. 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. This year, the expanded Family Zone will feature face-painting, a bouncy castle and activations by The Bateman Foundation Gallery of Nature as well as The Victoria Bug Zoo.

The City is pleased to welcome back Coast Capital Savings as the Presenting Sponsor of *Victoria's Canada Day*. The increased focus on family-friendly, diverse entertainment has been made possible by the generous support of the credit union over the past 11 years.

The Coast Capital Savings Youth Band will return to once again showcase the talents of Greater Victoria youth. Through a broad social media campaign that began in May, local youth bands and musicians have been invited to apply to canadadayvictoria.ca for an opportunity to perform a coveted set on the Main Stage for an audience of thousands.

"As we celebrate our nation's 152nd birthday, this is a good time to remember the wonderful contributions past generations have made to Canada and commit to creating opportunities for current and future generations to carry this legacy forward," said Maureen Young, Director, Community Leadership, at Coast Capital Savings. "That's why at Coast Capital Savings, we invest in youth because they represent the promise of our future and by helping them achieve financial independence, we can empower them to be change makers who build on the vision of Canada."

Main Stage performances on the legislature lawns will feature an array of local and noteworthy Canadian performers. Headlining the Main Stage will be nêhiyawak, who hails from amiskwaciy (Edmonton) on Treaty 6 territory. Comprised of Kris Harper, Matthew Cardinal, and Marek Tyler, these three Indigenous musicians coalesce at the intersection between traditional and contemporary music. Their sound is at times loud and sweeping, and in moments, reticent and careful. nêhiyawak tells stories - their story - capturing time through honeyed and haunting vocals, swaying in and out of the cacophony of electronic and analog sounds.

Performing for the first time in Victoria will be Dominic Pelletier, lead singer of Caravane. The band has forged a scintillating start to their young career, led by their heavy, yet sexy sound and their undeniable talent for hooks, their first two albums *Chien Noir* (2014) and *Fuego* (2016) garnered them numerous accolades and nominations in their native Quebec. In recent years, Caravane has focused on pushing their explosive and dynamic live show even further and Dominic captivates audiences everywhere he goes.

An exciting mix of local and multicultural acts will join the Main Stage showcase, including Khanvict, who explores his roots through his music, blending elements of classic Bollywood, Sufi and Panjabi music with Bass, Moombahton and Trap. The solo project of Tristan Thompson, Diamond Cafe, will channel the ghost of Prince, late-night slow jams and 80's tinged R&B. Caleb Hart's eclectic mix of genres will range from reggae, gospel and soul to calypso, a mixture Hart likes to call "island soul". Fortune Killers will strike you with their dynamic synth-scapes and high-voltage performance whose alluring vocals, soaring lead lines, and heart-thumping grooves will weave a musical web that pulls your hips into a sultry sway. Victoria-based pop/R&B artist Johnny Gr4ves will also perform.

Rounding out the line-up will be the Lekwungen Dancers, Victoria's Youth Poet Laureate Aziza Moqia Sealey-Qaylow, and the Victoria's Children's Choir who will perform the bilingual Canadian national anthem.

"We are honoured to host these free festivities and multicultural performances on the homelands of the Songhees and Esquimalt Nations," said City Councillor and Canada Day Organizer Charlayne Thornton-Joe. "*Victoria's Canada Day* is about coming together to respect and celebrate our cultural diversity, and our Main Stage performance line-up reflects these values."

Victoria's Canada Day will continue its sustainability initiatives, including its commitment to only use 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. With recent upgrades to the legislature grounds, there will now be multiple accessibility points for patrons with reduced mobility to reach the lawns.

Victoria's Canada Day 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 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