



INFORMATION BULLETIN

Celebrate Canada, Celebrate Community

Abbotsford, May 26, 2020 – On July 1st the City of Abbotsford will be launching a month long Virtual Canada Day celebration in place of the traditional community celebration held at Rotary Stadium.

The celebration may look a bit different this year, but Canada Day favourites can be enjoyed from the comfort of home! The City is continuing to work with local artists and community partners to put together an online program, for residents to “Learn”, “Watch”, and “Play” and will continue to promote cultural diversity as well as arts and heritage in our community.

This virtual celebration will be made possible with generous support from our sponsors and partners, including Prospera Credit Union who have contributed to Canada Day for the past twelve years. Support is also provided from the Government of Canada through Canadian Heritage, Unitech Construction Management, The Abbotsford News and The Patrika.

Community zones, created by Abbotsford partners, will feature engaging videos and activities for the entire family. From learning how to shoot hoops with pro-basketball players, reading Canadian stories with Abbotsford heroes, to online fitness videos, and scavenger hunts – there will be hours of fun and learning to be had!

There will also be a ‘Virtual Mainstage’ with an impressive lineup of local artists coordinated by The Abbotsford Arts Council.

This year’s Canada Day parade will also look a little different with Abbotsford’s first ‘Pet Parade’ scheduled for July 1st. The City is asking Abbotsford residents to submit a short video clip or photo of their pets for the Pet Parade. There will be prizes for best dressed, most original pet, and crowd favourite!

Every year the City of Abbotsford has a new Canada Day theme and artwork to go along with it. In the spirit of celebrating community, the City is calling all Abbotsford artists to help design the 2021 Canada Day theme and artwork. Abbotsford residents will have until June 15th to submit their theme idea and accompanied art wordmark. Then for the entire month of July the community will be voting on their favourite submission. The winning submission theme will help shape next year’s Canada Day Parade and Family Festival; while the art wordmark will be featured on all Canada Day marketing material, electronic community signs, and the T-shirts!

Submissions for the Pet Parade and Theme contest can be submitted until June 15th at www.abbotsford.ca/canadaday

Quotes:

“Canada Day in Abbotsford is a special tradition, built through the support of our volunteers, local businesses and organizations. This year will definitely look a little different as we adapt to the new normal for gatherings. I’m inspired to see the creative ways our community has come together thus far, and the virtual Canada Day celebrations will be an excellent way to celebrate Canada’s Birthday. See you online!”

Henry Braun
Mayor, City of Abbotsford

Associated Links:

Canada Day: www.abbotsford.ca/canadaday

For more information contact:

Alex Mitchell

Public Affairs Officer

E: amitchell@abbotsford.ca

T: 604 751 3092