



## CANADA DAY IN LONDON – IT'S A CANADIAN AFFAIR

A celebration of Canadian culture in Trafalgar Square presented by Canadian Affair and Nexen Inc.

**22<sup>nd</sup> February 2011** - Thousands of Canadians and friends of Canadians will gather in Trafalgar Square on Friday, July 1<sup>st</sup> to celebrate the country's 144th birthday. The event is the biggest Canada Day celebration outside Canada's borders.

Now in its sixth year, this celebration of all things Canadian is free for everyone to attend. Highlights of the day-long celebration include the annual Trafalgar Cup street hockey tournament, Canadian food and drink, and cooking demonstrations from a celebrity Canadian chef. There's also the chance to gather the latest information about exciting Canadian destinations, and to learn more about travelling to and visiting Canada.

Jim Wright, Canadian High Commissioner to the United Kingdom, said: "As Canadians, we are always proud to celebrate Canada Day, but never as much as when we are with our friends abroad. Last year saw 50,000 people on Trafalgar Square, and I'm delighted that 2011 promises to be even bigger and better."

There will be plenty for the whole family to enjoy, such as face painting, street performers, cultural exhibits and the chance to meet Canadian "Mounties" – the Royal Canadian Mounted Police - in their distinctive Red Serge uniforms.

Musicians and artists will perform throughout the day, with this year's full line up and headline act to be announced on March 1<sup>st</sup> along with the launch of the new Canada Day in London website. Previous years have seen artists like Sam Roberts, Kathleen Edwards, Richie Hawtin, Jully Black, Sarah Harmer and Hawksley Workman grace the stage on the Square.

Mayor of London Boris Johnson said: "London is proud to mark Canada's 144th birthday and, with 50,000 revellers packing out last year's event in Trafalgar Square, can boast the largest celebration outside Canada itself. Whether it's the sporting antics of a street hockey tournament, the chance to meet an authentic Canadian Mountie or tucking into the irresistible national delicacy of fries, gravy and cheddar cheese curds, Canada Day has something for everyone to enjoy."

Since its beginning, the annual Canada Day event has drawn over 250,000 people, providing visitors with a uniquely Canadian experience – minus the snow.

"It has been very rewarding to watch Canada Day in London grow so rapidly over the last five years and we are looking forward to 2011 with an exciting line up of activities and entertainment," said Chad Molleken, UK Managing Director, Rainmaker Global Business Development. "The success of this event illustrates how strongly Canadian culture and the business community are embraced in London. Rainmaker is proud to produce such a high caliber event."

For more information on Canada Day in London 2011 and to keep up-to-date on exciting announcements visit [www.canadadaylondon.com](http://www.canadadaylondon.com), find us on [Facebook](#) and follow us on [Twitter](#).

Canada Day in London is proudly sponsored by: [Canadian Affair](#) and [Nexen Inc.](#) This event is made possible with the kind support of the Mayor of London and the Canadian Community.

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