



IT'S A CANADIAN AFFAIR!
Presented by Canadian Affair and Nexen Inc.

CANADA DAY IN LONDON PREPARES FOR AN EXCITING MUSICAL LINE-UP

12th April 2011 - Londoners and Canadians alike will be treated to a free festival and live concert as Canada on Stage rocks Trafalgar Square at Canada Day in London 2011.

The musical home of Neil Young, Bryan Adams, Drake, Justin Bieber and Arcade Fire is to be celebrated this summer with some of Canada's most popular artists taking centre stage on Friday 1st July in Trafalgar Square.

Visitors will enjoy the sounds of international music stars including Polaris winner Karkwa, Alex Cuba, The Mahones, Lennie Gallant, Devon Sproule, Oh My Darling, Justin Hines, and Tammy Weis with James Bryan. This stellar mix of exceptional Canadian performers will showcase the diversity of Canada's world-renowned music scene.

Canadian music legends Blue Rodeo will be headlining this year's live concert starting at 6pm. With more than twenty-five years of award winning music, Blue Rodeo has sold over 4 million records, won an unprecedented 5 JUNO Awards as Group of the Year, been handed keys to the City of Toronto and been inducted onto Canada's Walk of Fame.

The main stage will provide a platform for crowds to enjoy Canada's artists and offers the perfect backdrop to other major attractions on offer during Canada Day in London, including the chance to sample Canadian culinary delights such as bison burgers, poutine, Tim Horton's coffee and donuts as well as Okanagan wine and ice-cold Sleeman's beer – perfect accompaniments to a day of musical talent. Live musical performances will be playing throughout the day, view the Canada Day Event Schedule for more details.

"Working closely with the Canadian Independent Music Association (CIMA), each year we try to bring Canada's vibrant music scene to London with a diverse array of artists and performances," said Chad Molleken, UK Managing Director, Rainmaker Global Business Development. "This year's line-up is very exciting with musical talent for everyone to enjoy."

Music from featured artists at Canada Day in London can be downloaded at www.canadadaylondon.com.

This year's event will be hosted by Tanya Kim, anchor of Canada's #1 entertainment news show CTV's ETALK. Kim and her crew will talk to artists backstage while also capturing the day's events. CTV's "The Marilyn Denis Show" correspondent Cabral Richards will also be participating in the celebration by introducing the stellar performers onstage.

Interested in more Canadian music? As part of the Blaze Summer Concert Series, The Barbican and Canadian Independent Music Association proudly present CANADIAN BLAST, a celebration of contemporary Canadian Sound and Vision. The sister event to Canada Day in London, CANADIAN BLAST features a main hall performance featuring The Hidden Cameras, Woodpigeon and Devon Sproule along with a day's worth of free events, highlighted by a screen of Chilly Gonzales' terrific film 'Ivory Tower' and performances from Linda McRae, Sandro Perri, Mantler and Ryan Driver. Tickets for the hall show available at www.barbican.org.uk.

Now in its 6th year, Canada Day in London is an initiative of the Canadian community in the United Kingdom. The event showcases the best of Canadian music, sport, art, culture, tourism, business, food and drink to Londoners and visitors from around the world. Canada Day in London is endorsed by the Canadian High Commission, made possible with the support of the London Mayor's Office, and produced by Rainmaker Global Business Development. For more information visit www.canadadaylondon.com.

Canada Day in London is proudly sponsored by: Canadian Affair, Nexen Inc, TD, BlackBerry, Tim Horton's, Rio Tinto, Canadian Tourism Commission, Talisman Energy, Factor, Stikeman Elliot, Hudson's Bay Company, BHP Billiton, Canadian Imperial Bank of Commerce, RBC Wealth Management, Air Canada, Scotia Capital, Sleeman, Thomson Reuters, Calgary Telus Convention Centre and BMO Financial Group.

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Canada Day in London Event Schedule

1st July 2011 – Trafalgar Square

- 10:30 Canada Day Opens: O Canada – Justin Hines
Ceremonial Drop of the Puck by the Canadian High Commissioner
Hockey: Matches 1-4
Experience Canada Pavilion opens
- 11:00 Cooking Demonstration by Chef David Adje
- 12:00 Oh My Darling
Cooking Demonstration
- 13:00 Cooking Demonstration
- 13:05 Lennie Gallant
- 13:35 Devon Sproule
- 13:45 Hockey: Matches 5-8
- 14:00 Cooking Demonstration
- 15:00 Cooking Demonstration
- 15:00 Canada Day Yoga Class
- 15:30 Meet the Mounties
- 15:30 Canadian Paralympic Sport Demonstration
- 16:30 Hockey: Bronze Final
- 17:00 Hockey: Gold & Silver Final
- 17:30 Trafalgar Cup Presentations
- 18:00 **Canada on Stage Concert Begins:**
The Mahones
- 18:40 Justin Hines
- 19:10 Tammy Weis and James Bryan
- 19:30 Experience Canada Pavilion Closes
- 19:35 Alex Cuba
- 20:25 Karkwa
- 21:15 Blue Rodeo
- 21:45 Bars and Food Stations Close
- 22:10 Closing Remarks & National Anthem O Canada