



It's a Canadian Affair!
Presented by Nexen and Canadian Affair

CANADIAN DESTINATION EXPERIENCES AT CANADA DAY IN LONDON

26 April 2011 - On Friday, 1 July 2011, Trafalgar Square will be home to the largest Canada Day celebration outside the nation's borders. Thousands of Canadians, Londoners and friends from around the world will gather to join in the festivities and celebrate the country's 144th birthday.

Also celebrating Canada Day will be the Duke and Duchess of Cambridge who have chosen Canada as their first official tour together as husband and wife. Prince William and Catherine will be in Ottawa on the 1st of July celebrating Canada Day the very same day thousands of people will gather in Trafalgar Square.

This year's event is packed full of entertainment and activities all day long with a number of special guests including an impressive [line-up of musical performers](#), Inuit throat singers, Canadian Mounties, and hosts of this year's event CTV's [Tanya Kim](#) and [Cabral Richards](#), just to name a few.

Throughout the day's excitement, visitors can head to the [Experience Canada](#) pavilion to find out more about traveling to Canada. As a premier travel destination, each year approximately 800,000 people from the United Kingdom travel to Canada. Being a four-season destination, Canada provides visitors with a wealth of natural beauty and no shortage of exciting adventures and activities. For more information on making Canada your next vacation spot visit [Canada.Travel](#) or [Canadian Affair](#), the title sponsor and the UK's award winning and largest tour operator, flying from seven cities across the UK to seven cities in Canada.

Swing by the [Experience Canada](#) pavilion in Trafalgar Square to plan a vacation or learn more about amazing Canadian experiences and enter to win exciting prizes. Canadian destinations in the pavilion include:

[Alberta](#) - Skiing, hiking, biking, canoeing or horseback riding, there's plenty to do year-round in Alberta, home of the Canadian Rockies. Away from the mountains, head out to the Badlands to dig for dinosaur remains or go north to see the northern lights.

[Atlantic Canada](#) - Made up of four distinct provinces, each with its own set of charms, getaways and coastal adventures, Atlantic Canada is closer to Europe than anywhere in North America. An enchanting seacoast holiday awaits in just a 5 hour flight from the UK!

[British Columbia](#) - From the cosmopolitan gateway of Vancouver on the Pacific Ocean to the breathtaking landscapes of the Rockies, experience the province's natural beauty. Kayak one of BC's whitewater rivers, canoe across the pristine lakes of the Okanagan, or relax in luxury at a wilderness lodge or guest ranch, ideal for bear watching and fishing. In the winter, world-class skiing and snowboarding await visitors.

[Ontario](#) - The cosmopolitan culture of Toronto, Canada's largest city, and the beauty of Ottawa, the nation's Capital, combined with the spectacular vast expanses of nature right on the cities' doorsteps is what makes Ontario a destination of excitement and unparalleled diversity.

[Québec](#) - Québec is unspoilt and inviting – from the Laurentians to the Charlevoix, a UNESCO World Biosphere. Montréal is an exciting melting pot of cultures and lifestyles, innovative cuisine, interactive museums and a great live music scene for young and old. The beautiful 400 year old Québec City is the only walled city in North America.

[Saskatchewan](#) - Imagine a place three times the size of Great Britain adorned with 100,000 lakes and rivers and half-covered by unspoiled forest. This place is Saskatchewan, Canada's sunniest and friendliest province. Saskatchewan offers outdoor enthusiasts breathtaking camping, canoeing, dogsledding, fishing, hiking, kayaking, ranch and wildlife viewing.

Don't miss out on some highlights of the day including the [Trafalgar Cup](#) street hockey tournament, [Canadian culinary delights](#) and the [Canada on Stage](#) live concert.

Now in its 6th year, Canada Day in London is an initiative of the Canadian community in the United Kingdom. The event is endorsed by the Canadian High Commission, made possible with the support of the Mayor of London's Office, and produced by Rainmaker Global Business Development. For more information and the event schedule visit www.canadadaylondon.com.

Canada Day in London is proudly sponsored by: Canadian Affair, Nexen Inc, TD, Molson Coors, Rio Tinto, O2, BlackBerry, Tim Horton's, Canadian Tourism Commission, Talisman, 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.

EVENT SCHEDULE

Time	Activity
	Canada Day Opens:
10:30	National Anthem O Canada – Justin Hines
10:30	Experience Canada Pavilion Opens
	Ceremonial Drop of the Puck by the Canadian High Commissioner
10:30	Hockey Match 1
11:00	Cooking Demonstration by Chef David Adjey
11:00	Hockey Match 2
11:30	Hockey Match 3
12:00	Hockey Match 4
12:00	Oh My Darling
12:00	Cooking Demonstration
12:25	Great Plains Dance Performance
12:40	First Nations - Throat Singers
12:55	Lennie Gallant
13:00	Cooking Demonstration
13:15	Devon Sproule
13:30	Hockey Match 5
14:00	Cooking Demonstration
14:00	Hockey Match 6
14:30	Hockey Match 7
15:00	Hockey Match 8
15:00	Cooking Demonstration
15:30	Meet the Mounties
15:30	Canada Day Yoga Class
16:15	Paralympic Sport Demonstration
17:00	Hockey: Bronze Final
17:25	Hockey: Gold & Silver Final
17:50	Trafalgar Cup Presentation
17:50	First Nations Performance - Wanuskewin
	Canada on Stage Concert Begins:
18:00	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 & Food Stations Close
22:10	Closing Remarks & National Anthem O Canada

Media Contact:

Chandel Diebold

Communications Manager

Rainmaker Global Business Development

Phone: +44 207 340 8665

E-mail: chandel@rainmaker-gbd.com