



EDMONTON  
HERITAGE FESTIVAL®

## OUR MISSION

“To promote public awareness, understanding and appreciation for cultural diversity through an annual summer festival”.



EDMONTON  
HERITAGE FESTIVAL®

OUR CULTURAL PARTNERS  
up to 100 local cultural groups  
share their food, crafts, dance  
and song.

Proud to be the largest  
fundraiser for the Edmonton  
Food Bank.

# OUR LIVING MUSEUMS up to 60 Cultural Displays



EDMONTON  
HERITAGE FESTIVAL®





EDMONTON  
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OUR DANCE  
up to 900 dances on 45 stages

**OUR FOOD**  
**Up to 600 cultural**  
**treats**



**EDMONTON**  
HERITAGE FESTIVAL®





EDMONTON  
HERITAGE FESTIVAL®

OUR VOLUNTEERS  
1,600+ make the festival happen.

## OUR LIVE VISITORS

Up to 450,000  
Attendees

16% Out of town





## OUR WORLD VIEWERS

**Web:  
Millions of views  
From  
1,000+ Cities World Wide**

	Sessions	Pages
7	177,160	
[37]	% of Total: 100.0% (177,160)	





EDMONTON  
HERITAGE FESTIVAL®

OUR RECOGNITION  
100+ international awards,  
UNESCO (CIOFF) Member  
calls us an  
“intangible Cultural Asset”.

# OUR HISTORY

48 Years



EDMONTON  
HERITAGE FESTIVAL®





EDMONTON  
HERITAGE FESTIVAL®  
Heritage Valley

OUR LONGEST TERM  
AND  
BEST PARTNER

The City of Edmonton and  
all its departments



## OUR RESILIENCE

### 1987 two days after Black Friday



# Heritage Fest picks up pieces, opens Sunday

By AL TURNER  
Journal Staff Writer

The Heritage Festival will likely proceed on schedule despite Friday's tornado and massive damage to the site in Thursday's freak windstorm, say event organizers.

Only a few of the tents were damaged in Friday's storm, said Nena Timperley, chairman of the board of the Heritage Days Festival.

"They worked quite late last night . . . We'll see how it goes tomorrow," Timperley said.

Alan MacLean, president of the Edmonton Heritage Festival Association, said a "bit of a tornado" touched down Thursday in Hawrelak Park uprooting many of the large tents that had been set up in advance of Sunday's opening.

"It lifted four tents up and sent them four different ways," he said. "One ended up on top of a lamp post.

"They weren't just blown over, they were thrown across the road," he added. "One was hurled in the air and landed on top of another tent."

dike Days Association provided tents to replace those that were damaged.

"We've always called ourselves the volunteer capital of the world, and today we're proving it," MacLean said from the Hawrelak park command centre. "We will open on schedule. We owe that to the groups."

The two-day festival, which features the cuisine and culture of 43 different ethnic groups, is scheduled to open at 10 a.m. Sunday although the official ceremony will not take place until noon.

During the festival, which is expected to draw as many as 350,000 people, organizers hope to beat the world's record for most people in a conga line.

The record of 8,559 was established by a British and Irish caravanning club in 1982.

A special citizenship court will be held in the park Monday afternoon.

Hawrelak Park has been closed to private vehicles and will remain that way until after the festival ends about 10 p.m. Monday.

Edmonton Transit has estab-

PICTURE: Mike Pinder

Looking for a better way to get to the fair? The new bypass at Jasper Avenue and 110th Street had cars stalled and submerged

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## **OUR GIFT**

**To the Citizens of  
Edmonton**

**the HERITAGE  
AMPHITHEATRE  
we built it in 1986**





**EDMONTON**  
HERITAGE FESTIVAL®

**OUR FOOTPRINT:**  
250 tents,  
35 stages,  
4 53 foot freezers,  
Heritage Amphitheatre,  
160 Potties,  
Solar Power,  
2,000 m<sup>2</sup> of secure bike  
Paddock

**Our city,  
Our Park,  
Our home**

