



MEDIA ADVISORY

CHERRY BLOSSOM FESTIVAL HOSTS TWO UNIQUE EVENTS AT QUEEN ELIZABETH PARK THIS WEEKEND

Hundreds expected for **The Big Picnic** under cherry trees in peak bloom (Saturday)

Spring Light Illumination features nighttime dance and light show projected on cherry tree blossoms (Saturday and Sunday)

EVENT:	<u>The Big Picnic</u>	<u>Spring Light Illumination</u>	<u>Spring Light Illumination</u>
DATE:	April 15	April 15	April 16
TIME:	12 Noon-3pm	Dusk-10pm	Dusk-10pm

LOCATION: Queen Elizabeth Park, 33rd and Cambie, Vancouver

NOTE: Both events are free, and public transportation or cycling is strongly recommended for travel to and from the park.

The Big Picnic is Vancouver's largest spring picnic. Hundreds of Vancouverites and visitors are expected for a spring celebration under one of Vancouver's largest cherry blossom canopies in peak bloom. The Big Picnic will feature:

- More than 20 Akebono and Yoshino cherry trees in peak bloom for cherry blossom viewing and 10 more cultivars by the duck pond, also in full bloom
- Kabuki theatrical face painting and face painting for children
- Yukata dress-up (a lighter version of the kimono)
- French storytelling for children under the blossoms
- VCBF's Cherry Blossom-branded car
- Urban sketchers
- Picknickers can pre-order cherry blossom lunches created by caterers Cocktails & Canapés by visiting the Festival website (<https://vancouver-cherry-blossom-festival-vcbf.myshopify.com/>)
- Cherry blossom colouring sheets

Spring Lights Illumination will see artists Hfour illuminate Queen Elizabeth Park largest cherry tree canopy with vibrant projections and multi-coloured lanterns. The illumination will be set up for unobstructed views ideal for night photography and picnicking in the spring evening air under cherry blossoms! Dance choreographed by Heather Laura Gray will perform throughout the evening. More than 8,000 people attended last year's Spring Lights Illumination, with RSVPs for this year's event already surpassing 10,000. Additionally, over the past two months, hundreds of people have attended VCBF lantern making workshops throughout Vancouver and will bring their own lanterns to the celebration. This year, Spring Lights Illumination has been made possible through funding support provided by the Government of Canada through Canada 150.

About the 2017 Vancouver Cherry Blossom Festival:

Presented by the Vancouver Park Board, the Vancouver Cherry Blossom Festival is a charitable not-for-profit organization with the objective to sustain and renew Vancouver's cherry tree heritage, while educating and actively engaging diverse communities in local arts and culture to celebrate the fragile beauty of the iconic cherry blossom. Cherry blossom viewing has become a joyful springtime tradition in our city now as people marvel as 54 different varieties blossom across our city. Raffle tickets offering a one-in-750 chance to win two return Air Canada tickets to Japan are available at all VCBF events. For more information, visit: www.vcbf.ca

- 30 -

Contact:

<p>Linda Poole Founder & Executive Director VCBF linda.poole@telus.net 604.767.9044</p>	<p>Follow us @ https://www.instagram.com/cherryblossomfestyvr Like us @ www.facebook.com/VancouverCherryBlossomFestival Tweet us @ http://twitter.com/#!/OfficialVCBF</p>
---	--