



## **COROMANDEL PROPERTIES BECOMES A PRESENTING SPONSOR OF VANCOUVER CHERRY BLOSSOM FESTIVAL**

Company's commitment to arts and environment leads to three-year sponsorship

**Vancouver, BC (March 7, 2018)** – Cherry blossom lovers in Vancouver will have access to more free programming and events in 2018 thanks to Coromandel Properties joining the Vancouver Board of Parks and Recreation as one of the presenting sponsors of the Vancouver Cherry Blossom Festival (VCBF).

The 13th annual Festival begins April 3rd with more than 300 singers performing the Festival's new official song at the *Vancouver Sings One Song* event at Christ Church Cathedral. Two days later, the Festival officially kicks off with the Cherry Jam Downtown Concert (April 5, Noon at Burrard SkyTrain Station), followed by Sakura Days Japan Fair presented by JTB International (Canada) Ltd. / Silkway Travel & Cruise Inc. (April 14/15 at VanDusen Botanical Garden), and The Big Picnic presented by TD Bank Group (Date TBD at Queen Elizabeth Park). As the Festival is operated by a non-profit society, it's the support of generous sponsors like Coromandel Properties that make these events and a wide variety of other cherry blossom events possible.

"Coromandel's valuing of family, community and loyalty makes them an ideal partner for our festival and cherry trees," says Festival founder Linda Poole. "With a focus on greenspace and enhancing Vancouver's stunning, natural landscapes, Coromandel's commitment to supporting community events harmonizes seamlessly with our Festival. We are delighted they have joined us as a presenting sponsor for the next three years."

Founded in 2013, Vancouver-based Coromandel Properties has over \$1B of project value and 7.8M square feet currently under development. According to principal Jerry Zhong, one of the company's goals is to support communities by contributing to local organizations that support the arts, families and the environment. Given that the Festival celebrates Vancouver's 43,000 cherry trees with a wide range of family-friendly events, it was a perfect fit.

"At Coromandel Properties, we believe Vancouver is one of the most diverse and beautiful places in the world. It is why we've chosen to call it home," says Zhong. "As a proud Chinese developer, we are honoured to support the annual Vancouver Cherry Blossom Festival and its mission to actively engage different communities while sustaining and renewing Vancouver's cherry tree heritage."

For more information about Coromandel Properties, visit  
[www.coromandelproperties.com](http://www.coromandelproperties.com)

### **About the 2018 Vancouver Cherry Blossom Festival:**

Presented by Coromandel Properties and the Vancouver Board of Parks & Recreation, 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-500 chance to win an Economy Class Round-trip, Air Canada System Wide Ticket, valid on flights operated by Air Canada, Air Canada Rouge and Air Canada Express. Raffle tickets are available at all VCBF events. For more information, visit: [www.vcbf.ca](http://www.vcbf.ca)

- 30 -

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