



CANADA PLACE

Canada Day Parade

Friday, July 1st, 2011
2011 Participant Registration



Participant enquiries:

Robyn Jones-Murrell
604-646-3578

rjones-murrell@pacegroup.com

Canada Day Parade Participants

We invite you to showcase your organization and celebrate Canada by participating in the Canada Day Parade, a new tradition to the Canada Day celebrations on Friday, July 1st, 2011.

Canadian Pride

The Canada Day Parade has become an annual Vancouver tradition where we collectively celebrate our national pride and take a moment to honour this great nation. Canada Day is all about cheering on our country, coming together in white and red, waving our flags and singing our national anthem. The Parade presents an incredible opportunity for participants to leverage the emotional equity of the Canadian brand.



3rd Annual Canada Day Parade

Presented by the Burrard Inlet Fireworks Society, this free community event features more than 50 entries and recognizes diversity, multiculturalism, freedom and the special bond that connects all Canadians.

If your organization would like to be part of 3rd Annual Canada Day Parade, please apply by completing the Participant Registration Form by **April 22, 2011**. Upon approval of your application you will be contacted and sent a confirmation package.

Participants are asked to remember that the purpose of the parade is to celebrate Canada and provide enjoyment and fun for members of our community. This purpose should be the goal when planning and designing entries.

PLEASE NOTE: It is the sole responsibility of the Canada Day Parade Committee to ensure the theme and quality of the Parade. In this regard the Canada Day Parade Committee reserves the right to approve and/or deny entrants to the parade.

For more information on the parade, please contact:

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www.canadaplace.ca



Canada Day Parade

Canada Day celebrates our nation, our people, our cultures and our values.

Starting at 7:00pm on Friday, July, 1, 2011 the 3rd Annual Canada Day Parade brings the streets to life with over 50 parade entries showcasing our rich and diverse nation. Irish, Celtic, Bhangra and Samba dancers, pipe bands, marching bands, parade floats, community groups, sporting teams, stilt walkers and more will wow spectators.

Over 75 volunteer opportunities are provided through this event.

Presented by Burrard Inlet Fireworks Society, Government of Canada, Department of Canadian Heritage and with support from Canada Place.



Canada Day at Canada Place Waterfront Party

The Canada Day Parade is preceded by the international award winning event, Canada Day at Canada Place. This high energy waterfront party is from 10:00am to 6:00pm.

The parade is followed by the two-barge Canada Day Burrard Inlet Fireworks Show at 10:30 pm.

2010 Canada Day Statistics

Total Attendance: **750,000+**
Canada Day Waterfront Party: **190,000+**
Parade: **110,000+**
Fireworks Show: **450,000+**

Media valued at \$1.1 million
Over 15 million impressions
Promotional value from media partners was \$495,000

Female 54.4% Male 46.6%
Average age: 33 years
Average household size: 3.2 people
41% guests have children under the age of 18 living at home
77 % reside in the Lower Mainland



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Participant Registration Form

Please complete and return the following application form no later than April 22, 2011.
Payment of corporate entry fee due upon approval of entry.

CORPORATE ENTRY: \$500 (+HST) NON-PROFIT / COMMUNITY GROUPS: No Fee

ORGANIZATION: _____

CONTACT PERSON: _____ POSITION: _____

ADDRESS: _____

CITY: _____ PROV: _____ POSTAL CODE: _____

PHONE (DAYTIME): _____ PHONE (CELL): _____

EMAIL: _____ WEBSITE: _____

ENTRY TYPE: Marching Walking Dancing Mascot Float

VEHICLES: Car Truck Horse & Carriage Other: _____

Number of people: _____ Number of vehicles: _____

TOTAL LENGTH OF ENTRY (in feet): _____

SOUND: No sound Amplified music Marching Band

Other: _____

ANIMALS: No Yes If yes, please describe what type and how many:

(Please note that all entries with animals require a clean-up person on the parade route)

Please fully describe your entry including any special features:

NOTE: Please provide a photograph of your group, float or organization. If you would you like to hand out promotional material, a sample must be included with your registration for approval.

Return completed form to Robyn Jones-Murrell by April 22, 2011 via email, fax or mail:

Email: rjones-murrell@pacegroup.com

Fax: 604.689.1808

Mail: Suite 200, 55 Water Street, Vancouver, BC V6B 1A1