



City of Coquitlam

Community Festival Planners Network

Planning Guide

Community Festival Planning Guide

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1. VOLUNTEER MANAGEMENT

A) BOARD DEVELOPMENT - TRAINING, RESOURCES & RECRUITMENT

Attracting and keeping dedicated board or committee members may require some research. The following resources can be helpful:

- BoardSource: Building Effective Nonprofit Boards: www.boardsource.org (follow links to “Board Essentials” for comprehensive information about board development).
- Board recruitment, placement, training: Board Match Plus: www.boardmatch.org
- Contact Community Volunteer Connections or at 604-529-5139 or cvcinfo@volunteerconnections.net for access to a membership package including Board Match and govolunteer.ca
- Training Database (trainers, consultants, classes, conferences and information sources for board governance and all aspects of non-profit management): www.volunteerbc.bc.ca/resources/trainingdatabase.html
- Volunteer B.C.: www.volunteerbc.ca
- Volunteer Canada: www.volunteer.ca/volunteercanada
- Volunteer Vancouver: www.volunteervancouver.ca
- Human Resources Canada Volunteer website: www.govolunteer.ca
- Community Volunteer Connections: www.volunteerconnections.net

B) VOLUNTEERS FOR EVENTS

i. Planning

Questions to consider:

- Why have volunteers? When organizing an event, it’s easy to get caught up in the details, forgetting the larger goals of the event. Community festivals are about bringing people together to foster a sense of community pride, collaboration and celebration. One of the best ways to accomplish this is through volunteer involvement and participation. Volunteering is also a way to include people whose ability to contribute is often overlooked.¹
- What roles will they play? You may have a volunteer supervisor whose role is to coordinate and supervise all the volunteers, such as those assisting with

¹ Contact Community Volunteer Connections (604-529-5139) who support persons with developmental disabilities and mental health concerns in volunteer positions.

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parking, attending the gate/ admission, leading crafts or activities, setting up and taking down.

Some festival committees invite community groups to take responsibility for a particular area. For example, a service club might organize and supervise the barbeque; a crafters group might run the children's craft table. Each group is responsible for its own member volunteers. (If a group is working with children, the volunteers should be screened. Also, anyone preparing or cooking food must be Foodsafe certified and issued a permit from the Fraser Health Authority - phone: 604-949-7700).

- Consider how many volunteers, when and where they will be needed.
- What mix of qualities, skills and experience would be beneficial to the volunteer team? Do you need volunteers with leadership and supervisory skills, technical skills, hospitality skills, food preparation skills, artistic skills? Knowing this will determine your recruitment plan.

ii. Recruiting

When you have an idea of how much assistance you will need and the kinds of skills and experience that will be beneficial, you can begin recruiting your volunteers. Some suggestions:

- Develop a volunteer placement description that includes dates and times of event, the roles and responsibilities of the volunteer, experience required, and benefits to volunteer (such as training opportunities).
- Distribute to secondary school counsellors (students must complete a specific number of volunteer hours to graduate).
- Contact seniors' and community centres.
- Send to service clubs or other community organizations.
- Contact Community Volunteer Connections at 604-529-5139 or cvcinfo@volunteerconnections.net for assistance with volunteer recruitment and matching, as well as access to a membership package including govolunteer.
- Post on www.citysoup.ca
- Post your volunteer placement description on websites such as www.govolunteer.ca , www.charityvillage.ca
- Develop a press release to be sent to local newspapers (see sample press release in *Additional Resources* section)

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- Post on community bulletin boards.
- Personally ask people if they would be interested in volunteering at your event.

lii. Screening /Interviewing

- It's standard practice to ensure every volunteer who will be working with, or around, children has a criminal record check completed. Forms are available at the local RCMP office. It can take several weeks for criminal record checks to be returned.²
- You may also decide to request references as part of the screening process.
- It's always a good idea to meet each volunteer in person to discuss mutual goals. It's important to learn what the volunteer hopes to gain from the experience, such as new skills, pre-employment experience, or the opportunity to contribute to the community or make new friends. Focus on ways to meet both the volunteer's needs and your committee's needs so that the experience is mutually beneficial.

iv. Orientation & Training

- If possible, bring volunteers together prior to the event to review goals of the event, their roles, risk management, emergency procedures, and any training issues.
- Also, ensure they know whether or not they need to bring lunch and drinking water, and how to dress appropriately for the event and the weather.
- Be sure the volunteers understand their role and your expectations.

v. The Day of the Event

- Be positive and welcoming. Remember that a negative first volunteer experience may discourage a young person from volunteering again.
- Provide encouragement, support and guidance when needed. Ask for the volunteers' feedback and suggestions.
- Ensure there is ample coverage so that volunteers have regular refreshment breaks throughout the day.

² Community Volunteer Connections recommends: If you decide to use the criminal record check process, be aware of privacy considerations. Your organization will need to decide who will be responsible for reviewing the returned record checks, how the information will be assessed, and how the completed forms will be stored confidentially. Contact CVC (604-529-5139) for information about this process.

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vi. Feedback & Recognition

- Be sure the committee members take a few minutes during the event to personally thank every volunteer.
- A card or letter of thanks is always appreciated.
- Host a volunteer recognition event, such as a wrap-up party with certificates for the volunteers.
- Youth volunteers may appreciate a letter of reference and a record of their hours.
- Invite good volunteers to return next year.

2. RISK MANAGEMENT

Terms:

- Risk: the chance of injury, damage or loss
- Risk management: reduce the chance of injury/damage/loss by taking steps to identify, measure and control risk
- Negligence: a behaviour or action that falls below a “reasonable” standard of care
- Liability: obligation to pay or make good on a loss

A) THREE STEPS TO RISK MANAGEMENT

- Identifying risks – what can go wrong?
- Measuring risks – how likely is it that it will go wrong? What are the consequences if it does?
- Controlling risks – how can we minimize risk and harm?

B) SUGGESTIONS FOR INCREASING SITE SAFETY

- Ensure heavy equipment is installed by experts (large tents, stages, etc) and double-checked for safety.
- Inspect the site for hazards prior to the event and throughout the event.
- Use gloves when dealing with garbage; to avoid injury from glass or other sharp objects, do not push down garbage in receptacles.
- Site hazards might include protruding objects, cables not secured to ground, damage to structures, unusual forms of debris, slippery or uneven surfaces.
- If hazardous materials are found on site (toxins, needles) ensure they are removed by qualified personnel (police, Parks staff). Do not leave hazardous materials unattended.

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- Provide volunteer supervisors with cell phones / two-way radios.
- Create designated first aid area with well-stocked first aid kit.
- Your key volunteers should have first aid certification. Some event organizers invite a first aid company to be present throughout the event – there is a cost for this.

C) DEALING WITH ACCIDENTS

i. Serious Accidents:

- Find out what happened, who was involved, why it happened, when and where.
- Contact 911.
- Do not attempt to move victim of accident.
- Contact victim's family.
- Documentation – your committee should have policies and procedures for all documentation, including critical incident reporting. Consider how the information will be collected (critical incident form?), who will receive copies, how it will be filed and how long will it be kept on file.

ii. Minor Accidents:

- Minor accidents or injuries can be treated by qualified, first aid certified, volunteers.
- Administer first aid.
- If applicable, inform parent/caregiver of injury.
- Documentation (see above).

D) SECURITY

- Some large event committees prefer to hire a security company.
- Otherwise, be sure that key volunteers have some basic training in conflict resolution.

E) CONFLICT RESOLUTION WITH A CUSTOMER

- Listen and don't interrupt – let the person vent.
- Empathize - try to understand why the person is upset, and show that you are trying to understand.
- Remain calm and composed.
- When appropriate, help people problem-solve for themselves -- ask how they would like to deal with the situation and the result they would like to see. Try to work out a compromise.

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- Paraphrase and check to make sure you understand the person's concerns: "I understand your concern to be..."
- Respond by providing a solution and/or apology.
- If you reach a deadlock, know when to conclude the conversation or find someone to help, i.e. "If you could please wait for a moment, I will go get the site supervisor who might be able to provide some other alternatives/assist you with this better than I am able."

F) INSURANCE

- Must have adequate liability insurance coverage to protect your committee from damages and defence costs from injury or property damage. The coverage should include volunteers, event organizers and the event.
- Usually require a minimum \$2 million in liability.
- Members of ArtsConnect can acquire general liability coverage through Professional Integrated Insurance Services, 604-699-2277. To find out how to join ArtsConnect, email info@artsconnect.ca
- Directors' and Officers' Liability coverage requires incorporation as a non-profit society.

3. EQUIPMENT & SUPPLIES – RENTAL & SET UP

Several local companies provide equipment rental and set-up for special events, for example:

- Salmon's Rentals (www.salmonrentals.com)
604-420-3773; info@salmonrentals.com
- Danco Tent & Party Rentals (www.dancotents.com)
604-467-TENT (8368); danco@direct.ca
- Caravan Canopies Canada (www.caravancanada.com)
604-464-1371; info@caravancanada.com
- Esonic Sound System and Lights Rentals, one-page web site
www.esonic.ca 604-785-1245
- Digital Dreams, videography, commercials, advertising.
www.digitaldreamsproductions.ca 604-904-8878

- Tents
- Risers and staging
- Portable toilets
- Barricades
- Tables & chairs
- Electrical
- Lighting

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- Dance floors
- Sound
- Video
- The Event Trailer - a mobile “headquarters” with electrical hook-up, external PA system and covered work areas. It can serve as a site office, announcement or broadcast booth for organizers of any sized event. The Trailer is available to qualifying groups free of charge, who are putting on public events such as festivals, tournaments, fun runs.

The Event Trailer is jointly sponsored by Meridian RV and the Coquitlam office of Evancic Perrault Robertson CGA. Transportation to and from venues is provided courtesy of Coquitlam Towing and Storage. If your group is planning an event and is interested in booking the Event Trailer, contact Irene Bouchard of EPR by phone at 604-936-4377, or by email at ibouchard@eprcoq.com. Bookings are accepted on a first-come, first-served basis.

This is not an endorsement of particular companies. If you are aware of other local companies that provide these or other services, let us know and we will include their contact information as well.

4. ENTERTAINERS

Following is a list of entertainers: clowns, musicians, bands, buskers, and face painters, who are interested in performing at community events or festivals. You may also contact ArtsConnect (info@artsconnect.ca) for a full listing of artists and entertainers.

Alan Foreman, piano and vocals: 604-942-3996

Brian O’Neil, musical comedy performer:

www.geocities.com/brianoneilvancouver/

Buttercup the Clown: www.buttercupthec clown.com

The Carnival Band: www.thecarnivalband.com

Cameron Fisk, magician www.CameronFisk.com

Chris Hamilton, performer, workshops: www.chrishamilton.ca

Ducky and Dizzy: www.theclownerie.com

Fanny Starchild: www.starchild.bc.ca

Mac Backwards: www.MacBackwards.com

Mr. I & the Rainbow Singers, children’s music and entertainment:

www.mrichildrensmusic.com

Mrs. Picasso: www.mrspicasso.com

Octopus’ Garden Face Painting: Rachel: 604-942-9436; Tania: 604-939-4820

Patty Bailey, storyteller: www.pattybaileystoryteller.com

Puppets Purple Theatre Company: www.puppetspurple.com

Rob Harvey, musician; Tyme Machine, rock’n’roll band playing hits:

www.tymemachine.com

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Scooter the Clown: www.ScooterTheClown.ca

Stiffy the Robot: <http://www.stiffytherobot.com>

This is not an endorsement of particular entertainers. If you are aware of other local entertainers, let us know and we will include their contact information as well.

5. LICENSES & PERMITS

- **Food:** If food is being served at the event, either by volunteers or vendors, you will need food permits. Contact the Fraser Health Authority – Tri-Cities Environmental Health Services: Phone# 604-949-7700 or Fax# 604-949-7706.
- **Liquor:** If you wish to serve alcohol at a City of Coquitlam venue, call 604-927-6916. The Coordinator will review with you the process for obtaining a **Special Occasion License**, which requires approval from the RCMP and Leisure & Parks Services.

Special Occasion Licences are regulated by the Liquor Control and Licensing Branch, with application forms available at B.C. Liquor Stores. The license fee for a public special event is \$100. Servers need to have completed the *Serving it Right* program.

Serving It Right, the Responsible Beverage Service Program, was developed by the Liquor Control and Licensing Branch, in consultation with hospitality industry associations, to help ensure alcohol is served professionally and responsibly. Participants learn about the effects of alcohol on the human body and behaviour, techniques for preventing over-consumption and for dealing with intoxicated people, legal rights, responsibilities and liabilities. Contact: www.servingitright.com or via email at info@go2hr.ca or by calling 604-930-9770.

- **Signs:** For a signage permit, call the City of Coquitlam at 604-927-3650.

6. CITY FACILITIES

Contact Facilities Booking to rent City of Coquitlam park and community centre space. Call 604-927-6954 for availability.

7. SPONSORSHIP & GRANTS

Finding grants – Volunteer BC has a listing of funding sources:

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www.volunteerbc.bc.ca/links/index.html

From presentation: “Event Sponsorship and Marketing” by Johanne Dumas

- Create a sponsorship package that includes a letter, the previous year’s program, all the advertising and media clippings (showing distribution, i.e. 78,000 households received newspaper insert).
- The sponsorship package should be professionally developed – good paper, colour, very well-presented.
- Your festival survey is very important – you must know who is attending your event (language, ethnicity, age groups) so that you can provide the appropriate programming, but also to show sponsors.
- Sponsors want to know if it will be worthwhile to invest in your event.
- Sponsors should always feel special. Issue of exclusivity i.e. perhaps have only one financial institution at your event. Rather than focus on quantity, it is sometimes better to develop quality relationships with particular sponsors that will last years.
- Give sponsors lots of recognition: i.e. thank them between performances.
- Sponsors should also have visibility at the entrance of the site.
- Show your sponsors that you are a well-organized, professional event: enlist a good MC (master of ceremonies).
- With a well-run event, sponsors will begin approaching you.

8. PROMOTION

- Make use of community calendars on local television networks, such as KVOS, Multicultural TV, SHAW TV, CityTV and in the print media, such as the Georgia Straight, in the “Time Out Events” section www.straight.com or TV Week, in the “Top 10 Things To Do” section, email: Top10@canadawide.com
- See *Additional Resources* section for a sample press release.

From presentation: “Marketing 101” by Don Layfield

- Ask yourself what you want your marketing to achieve.
- Decide on a budget – what can you afford?
- Choose the medium that best fits your budget and goals: word of mouth, posters/signs, internet, newspapers, radio, television, billboards, magazines, merchandise, flyers.

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- Don't count on free advertising and you won't be disappointed. See it as a bonus.
- Ensure your message contains the 5 w's (who, what, where, when and why).
- Ensure that the information is complete: all the logos from sponsors, biographies and pictures from entertainers, contact names and phone numbers for the person responsible for media relations.
- Ensure your message is clear -- you only have a couple of seconds to catch an audience's attention.
- Ensure message is located where the people you are trying to reach will see it.
- Press Releases: should contain your contact information, the 5 w's; and be of interest to local readers (for example, don't expect the media in Maple Ridge to be interested in an event in Coquitlam unless there is a local connection).

9. ACCESSIBILITY

- Removing barriers related to income, transportation, language/culture and disability requires good planning and consultation. Some ideas include:

i. Financial Barriers

- If you are charging admission, are there ways for people with low income to attend, such as admission by donation or free passes? Include this information on your promotional material or leave free passes at the local Ministry office or social services agency.
- Are there inexpensive food & beverage options at your event, such as a picnic area?

ii. Transportation Barriers

- Have bicycle racks available.
- Is the event site along a public transit route?
- If not, could a shuttle service be provided to and from the closest public transit?
- Is it possible to create a carpool system?

iii. Language/Culture Barriers

- Form linkages with cultural groups.
- Have some of your event's promotional material translated.
- Distribute promotional material to local cultural agencies, faith groups, and community, business and neighbourhood associations.
- If on-site signage can't be translated, ensure the English is clear and basic.
- If possible, have volunteer greeters on site with multilingual skills to assist in answering questions.

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iv. Access for People with Disabilities

- Use a variety of advertising /marketing methods (visual, auditory).
- Consider carefully the event site:
 - Are the tents, performance areas, rooms accessible for people in wheelchairs or with other mobility challenges?
 - Are the washrooms accessible?
 - Ramps / elevators?
 - Spaces for wheelchair seating distributed throughout the area?
 - Paved paths instead of gravel?
 - Non-slip surfaces and doormats secured to the floor?
 - Stairs with continuous rails on both sides?
 - Some low tables, phones and water fountains for people in wheelchairs?

10. ENVIRONMENTAL AWARENESS

- Ensure there are recycling bins for pop cans and bottles beside every garbage can.
- Waste and Recycling can be dropped off at the Austin Works Yard, 500 Mariner in Coquitlam 8am – 7pm Monday – Saturday or at Town Centre, north of Guildford, west of Pipeline at Dunkirk, 8:30am-5pm, Monday – Saturday.
- Reducing impact on sensitive areas – for more information, contact Coquitlam Leisure & Parks, Environmental Coordinator at 604-927-6959.

11. ADDITIONAL RESOURCES

Additional Resources that might be helpful in planning your event:

- Festival Planning and Evaluation Tool
- Special Event Visitor Survey
- Volunteer Management Evaluation
- Sample Press Release – to promote your event

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FESTIVAL PLANNING AND EVALUATION

1. Name of Society or Organizing Committee:
2. Name of Festival:
3. Founding year of Festival (and number of years in operation):
4. Dates of Festival:
5. Mission/Vision of Festival:
6. Other information:

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INDICATORS:

SOCIAL INDICATORS	THE GOAL OR BENCHMARK OF YOUR COMMITTEE:	EXTENT TO WHICH THESE GOALS WERE ACHIEVED THIS YEAR _____(ACTUALS):
Number of members in your visioning/organizing committee: <ul style="list-style-type: none"> ▪ Paid ▪ Volunteer 		
Number of other people assisting at your event: <ul style="list-style-type: none"> ▪ Paid ▪ Volunteer 		
Number of volunteer hours contributed by: <ul style="list-style-type: none"> ▪ Organizing committee: ▪ Event assistants: ▪ Total: 		
Nature and number of community partnerships:		
Number of visitors to your event:		
Percentage of visitors who reside in : <ul style="list-style-type: none"> ▪ Coquitlam: ▪ Port Moody/ Port Coquitlam: ▪ Outside Tri-Cities: 		
Accessibility at your event: Efforts to remove physical, financial, language barriers.		

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Educational: Efforts to raise awareness, foster understanding and appreciation.		
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Additional Comments:

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ENVIRONMENTAL INDICATORS	THE GOAL OR BENCHMARK OF YOUR COMMITTEE:	EXTENT TO WHICH THESE GOALS WERE ACHIEVED:
Waste management at your event: <ul style="list-style-type: none"> ▪ Reduction of waste: ▪ Reuse of materials: 		
Protection of environmentally-sensitive areas, i.e. Site layout		
Promoting awareness of environmental sustainability: <ul style="list-style-type: none"> ▪ Supplies and materials used (recycled? organic? fairly traded? etc.) ▪ Transportation (suggesting bus routes, encouraging car pooling) 		
Risk Management: Efforts to improve safety: physical layout, lighting, security, communication, first aid.		

Additional Comments:

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ECONOMIC INDICATORS	THE GOAL OR BENCHMARK OF YOUR COMMITTEE:	EXTENT TO WHICH THESE GOALS WERE ACHIEVED:
Total Revenue: Total Expenses: Net:		
Diversification of revenue - portion/percentage of revenue generated from: Admission fees: Sponsorship: Donations: Grants: Sale of products/services at event: Other:		
Nature and number of sponsors providing in-kind and financial support: In-kind support received: Financial support received:		

Additional Comments:

Recommendations for additions/amendments to this form:

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SPECIAL EVENT VISITOR SURVEY

1. In which city do you live? _____
2. Postal code? _____
3. Number of people with you today who are:
Children: _____ Youth: _____ Adults: _____ Seniors: _____
4. Your group consists of:
Family/ Friends _____ School Group: _____
Community Group: _____ Other: _____
5. What is your first language? _____
6. How did you hear about this event? _____
7. Please rate the event:

	Poor	Average	Good	Excellent
Food:	1	2	3	4
Entertainment:	1	2	3	4
Activities:	1	2	3	4
Atmosphere:	1	2	3	4
Hospitality:	1	2	3	4
Ease of mobility:	1	2	3	4
Parking:	1	2	3	4
Cleanliness of site:	1	2	3	4
8. What did you enjoy about the event?
9. What else would you like to see at this event in the future?
10. Will you attend this event next year?
11. Would you be interested in volunteering at this event?
Contact information:
Name _____ Phone number: _____
Email: _____

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VOLUNTEER MANAGEMENT EVALUATION

1. Name of Organization:
2. How many events do you host in a year?
3. Does your organization use volunteers to support/run your events? YES NO
4. On average how many volunteers would you have per event?
5. List the most common volunteer positions that you fill for your events.
6. What components of a volunteer program do you have in place? *Circle answer*

Application form	YES	NO
Interviewing	YES	NO
Reference checking	YES	NO
Criminal Record Checking	YES	NO
Volunteer Orientation	YES	NO
Volunteer training	YES	NO
Volunteer evaluation	YES	NO
Volunteer recognition	YES	NO

7. Do you have an assigned staff/committee member responsible for your volunteer program?
Circle One
 STAFF COMMITTEE MEMBER NONE
8. How do you recruit / find your volunteers?
9. Do you recruit volunteers ongoing or do you only bring volunteers on for specific events only?
10. How can someone become a volunteer with your event?
11. Do you screen your volunteers or will you take anyone?

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12. How do you screen potential volunteers?

13. What are the main challenges for your organization in regard to volunteers?

14. How do you show appreciation for your volunteers?

15. If possible, would you be interested in sharing your volunteers with other festivals?

16. Please provide any additional comments or insights.

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SAMPLE PRESS RELEASE – TO PROMOTE YOUR EVENT

(To be sent by email or fax to local media)

For Immediate Release
Date

Contact name and organization
Phone

Everyone Welcome at this Neighbourhood Party

Experience vibrant colours, designs and rhythms, enjoy new and traditional art, dance, music and street theatre, sample cuisine, participate in games and activities, and discover more about your community at “Our World: A Neighbourhood Party,” to be held at _____ on Saturday, May 15th 10:00 a.m.- 10:00 p.m.

Three leadership youth groups from the Tri-Cities were looking for a new way to celebrate the rich diversity of the local community. So they got to work planning an event that would bring people, of all ages and cultures, together in a dynamic social atmosphere.

The event will blend old and new, bridging the traditional to the contemporary. The planners for “Our World” said: “You will be energized and engaged....and perhaps surprised at all that there is to learn and discover.” They guarantee you will leave with a fresh perspective and a new appreciation of our city, expressed through the people who live here, their talents and skills, their heritage and vision for the future. A variety of social activities will create many opportunities to make new friends and see our community in new ways.

Admission is by donation – part of the proceeds will be donated to organizations that promote peace and cultural understanding.

For more information, call _____ or email _____.

-30-