



*Imagine that!*

# Media Release

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**FOR IMMEDIATE RELEASE: June 8, 2020**

## **Stratford Planning for Canada Day Activities in a Different Way**

With COVID-19 restrictions in place, the Town of Stratford has pivoted from planning its usual activities for Canada Day, to coming up with different ideas and plans for a 2020 celebration for the community.

“As they say in show business, ‘the show must go on’, and that’s just what our Town is doing,” said Stratford Mayor Steve Ogden. “Residents should understand this year’s celebration will look quite different from what we’re accustomed to, but staff are working hard to ensure that some favourites are still included, just in a different way.”

One of the favourites that will be delivered differently this year is very popular strawberries and ice cream. This year the summer treat will be passed out in a drive-thru set up at Stratford Town Centre. The Town has submitted, and received approval from, the Province of PEI on this approach which will include health and safety measures to ensure COVID-19 compliance. Residents can receive their strawberries and ice cream beginning at 2pm on July 1<sup>st</sup>, until the supply runs out. Planning is underway to ensure that traffic runs as smoothly as possible during this event.

The Town is also compiling a collection of videos of residents singing ‘O Canada’. Interested residents should record their videos with the camera on their phone turned horizontally and placed on a stand, table or chair to ensure a steady recording. Completed videos should be saved to a USB and dropped off to the attention of Stratford Recreation Department, by placing them in a black mailbox located outside of the main entrance to Stratford Town Centre offices no later than Wednesday, June 17.

“We are hoping residents will also use this opportunity to show the diversity that exists within our community,” added Councillor Steve Gallant, Chair of Recreation, Culture and Events. “We are asking residents of all ages, abilities, backgrounds and circumstances to consider participating. The videos received will be compiled together to show our community spirit.”

The Town intends to use all videos received however the quality and quantity may, in some instances, not allow for this to happen. Please note that, as advised by PEI’s Chief Medical Health Officer, only groups of people living in the same household may record themselves singing together, though individual submissions are also very much encouraged for the compilation. The Town would also like to see community diversity reflected through the singing of ‘O Canada’ in a variety of languages, along with English and French.

“As we haven’t done something like this before we really aren’t sure what to expect,” added Councillor Gallant. “In these times we find ourselves though, we think it could be a pretty special piece to pull together to honour a pretty great spot we get to call home.”

Other events in the planning stage include:

- Encouraging residents to decorate their homes and vehicles for Canada Day and/or in recognizing and thanking essential workers and first responders.
- A Celebrate Stratford Motorcade to recognize the Town's first responders and essential workers. More details, including the route, will be released once approvals are received.
- A virtual announcement of the Volunteers of the Year – Senior, Adult and Youth
- A special Canada Day message from Mayor Ogden to residents

“Canada Day might not be quite the same as what we’ve done in the past,” added Mayor Ogden, “but we know how special this day is to our community and we look forward to finding ways to connect with our residents again this year, just a little differently than we otherwise would have.”

A Facebook event page has been created for residents to join and stay informed about all activities coming up for Canada Day in Stratford. Information will also be shared on all of the Town's social media accounts as well as on the Town of Stratford website at [www.townofstratford.ca](http://www.townofstratford.ca).

For questions about participating in any of the planned events, please send an email to [info@townofstratford.ca](mailto:info@townofstratford.ca) or contact the Recreation Department by telephone at (902) 569-1995.

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For more information please contact:

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