



FOR IMMEDIATE RELEASE: February 16, 2017

PR TOK 02-16-17

RE: Kentville Hosting 85th Apple Blossom Events

KENTVILLE, NOVA SCOTIA – The Town of Kentville received notice today from the Apple Blossom Festival’s Vice President & Publicity (Interim President), Alxys Chamberlain that the Grand Street Parade will be relocated to the Village of New Minas.

“It is with a great sense of loss for the Town of Kentville that I digest the press release today from the Apple Blossom Festival Committee. We were advised two hours before the press release and with less than three months’ notice of this change of venue. I am perplexed and concerned about this break in Festival tradition.” states Mayor Sandra Snow. “Although Kentville is disappointed with this action we do wish New Minas and the Festival the best of luck in carrying out this long standing “Main Event”, says Mayor Snow.

The Town is proud of its excellent corporate sponsorship support of the festival over the last 85 years. 83 years of which the Grand Street Parade was held in Kentville. This support can be seen annually by both financial contributions towards the operations of the festival and in-kind support seen through the various departments such as the Kentville Police Service, Parks and Recreation, Public Works and General Administration.

An immediate request to the Board has been made by the Town to meet regarding the events which the Town hopes to continue to host. After referencing the website it appears that the location of the following events is still “to be determined”; Opening Ceremonies, Coronation of Annapolis LXXXV, 89.3 K-Rock Birthday Bash & ABF Fireworks, Apple Blossom Fun Run & Fitness Fair and popular Children’s Parade.

“We have always supported the Valley distribution of the festival events and over the years have had the privilege of taking ownership of the Grand Street Parade. We hope to continue support of the

Festival in whatever capacity we can. Until we can talk to them about these events, we just don't know what their plans are", says Mayor Snow.

For now the Town will focus on new events which are planned for the downtown over the summer in conjunction with Canada's 150 Anniversary of Confederation. The first and exciting event is the Devil's Half Acre Motorcycle Rally planned for Saturday June 17.

This summer we will look forward to art festivals in the square, our wonderful multicultural festival and the antique car show. Stay tuned there are many new and exciting events planned for downtown Kentville.

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