



NEWS RELEASE

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October 3, 2016

Unveiling of Parksville's Canada 150 Mural and Parksville Beach Festival "Pay It Forward" Announcement

The public is invited to an event on **Monday, October 17** from 5-5.30 pm in the Atrium, Parksville Civic and Technology Centre, 100 Jensen Avenue East.

On October 17, the City of Parksville will unveil the Parksville Mosaic Mural as part of the Canada 150 Mural Mosaic Project to celebrate Canada's 150th birthday and the Parksville Beach Festival Society will announce the proceeds from the 2016 Quality Foods Canadian Open Sand Sculpting Competition and Exhibition. Emcee for this event will be Dave Graham with the Morning Show, 88.5 The Beach.

Canada 150 Mural Mosaic Project to be unveiled

Painted by members of the community, Parksville's mural which tells a "Parksville story" will be permanently displayed in the Atrium, Parksville Civic and Technology Centre. Parksville is one of 150 Canadian communities chosen to create a community mural. The Canada 150 Mural Mosaic is a national project created by artists Lewis Lavoie, Paul Lavoie and Phil Alain. During the two years leading up to Canada's 150th anniversary in 2017, murals will be created in 150 different communities across the country as part of the national celebrations. The mural will also be featured on the project's website where the completed murals will be virtually joined together and displayed. www.Canada150Mosaic.com.

The City wishes to thank all those who came out to paint, making this project a reality. We acknowledge the support of the artists from the DeCosmos Fine Art Society, the Oceanside Community Arts Council and the McMillan Arts Centre as well as Island Radio, the Beach and the Lounge. The City also appreciates the support of the Parksville Beach Festival Society as the painting days were part of Beach Festival activities this summer.

Parksville Beach Festival Society pays it forward

Parksville Beach Festival Society is eagerly awaiting their favourite day of the year, the day they "pay it forward". On October 17, eighteen local not-for-profit organizations will receive proceeds from the Parksville Beach Festival Society, the organization responsible for delivering the largest sand sculpting competition in Canada. Donating over 450 hours towards the event, more than 100 volunteers were responsible for serving as gate ambassadors ensuring 133, 430 visitors felt welcome at the event and in our community.

With support from title sponsor Quality Foods, the Society has been hosting this major event for residents and international visitors since 2000. While its origins began on the Parksville Beach in 1982, the current format in the Parksville Community Park has assisted with Parksville's global recognition, as part of the international sand sculpting competition circuit.

According to their policies, the Society assigns 25% of gate proceeds to community projects and philanthropic groups. Contributing to the maintenance and development of the Community Park is also a high priority. Since 1999, the Society has donated close to \$500,000 to non-profit organizations and community projects, which include construction of the park gazebo and community signs. The Society reserves funds annually to help sustain its future events which can be threatened by such things as inclement weather. The Society is greatly appreciative of the significant support received annually from local businesses through cash and in-kind sponsorships. The Society supports local businesses through purchase of their goods and services and by promoting these businesses to visitors at their events.

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