

FOR IMMEDIATE RELEASE  
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## **2008 HSBC Celebration of Light Announces New General Manager**

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**Vancouver, BC, February 27, 2008** – The Vancouver Fireworks Festival Society has appointed Kari Kylo as the new General Manager for the HSBC Celebration of Light; Vancouver's annual fireworks competition that will take place July 23<sup>rd</sup>, July 26<sup>th</sup>, July 30<sup>th</sup> and August 2<sup>nd</sup> over English Bay in downtown Vancouver, BC this summer.

"We are excited to have Mrs. Kylo at the helm of the HSBC Celebration of Light fireworks festival. She brings with her extensive experience in event management, sponsorship fulfillment, marketing and public relations. We look forward to Mrs. Kylo executing another world-class event as we enter into the Firework's eighteenth consecutive year running," said Brent MacGregor, incoming Chair of the Vancouver Festival Fireworks Society, and former Deputy Manager of the City of Vancouver.

Kari has over fourteen years of marketing experience and a diverse portfolio of skills and areas of expertise. Since January 2007, she has owned and managed SOMA Concepts & Solutions, a marketing consulting company. Clients have included BC Hydro, Vancouver Sun Garden Show, Canada-China Lawyers Foundation, AGORA Regeneration Clinics and Josephson Angus Barristers. In 2000, Kari assumed the position of Marketing Manager for Brian Jessel BMW. Over the next seven years, she developed and managed innovative events and marketing programs that helped the company grow to be the #1 BMW dealership in Canada.

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Kari's agency experience includes PACE GROUP and DDB, working with such clients as Molson Indy Vancouver, Canada Place Corp., McDonalds and Save-On-Foods. In addition, Kari has worked with various not-for-profit organizations including the Empty Stocking Fund, Make-a-Wish Foundation Canada, and Covenant House Vancouver.

"The HSBC Celebration of Light is Vancouver's largest annual event, whereby people come from around the world to witness this spectacular fireworks display. I am proud to be the new General Manager, and excited to produce a first-class event that will continue to showcase Vancouver to the world, as well as provide free family fun and entertainment to our Vancouver and BC community over four nights," said Kari Kylo, new General Manager, HSBC Celebration of Light.

HSBC Celebration of Light Fireworks has been an annual event since 1991, with HSBC being the proud title sponsor since 2001. It is the largest fireworks production of its kind in the world, and it is estimated that over 1.4 million people attend the fireworks over the four nights. Canada will be showcased on July 23<sup>rd</sup>, USA on July 26<sup>th</sup>, China on July 30<sup>th</sup> and the grand finale will be on August 2<sup>nd</sup>. The fireworks will begin promptly at 10:00pm, rain or shine. Music simulcast will be heard on ROCK 101 (101.1 FM).

### **Proud Title Sponsor**



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