



Vancouver Fireworks Festival Society
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VANCOUVER'S SIGNATURE SUMMER EVENT TO PROCEED IN 2009 "Shore 104 FM Radio Lines the Shores and Helps Light the Sky"

VANCOUVER, British Columbia – Thanks to the continuing commitment of the City of Vancouver, long-term sponsors and the generous support of new fireworks partners, the lights will light up the sky over English Bay again this summer. Vancouver's signature summer event – the HSBC Celebration of Light is confirmed for four nights this July and August.

"I'm very pleased to announce that the HSBC Celebration of Light will be taking place this summer," said Vancouver Mayor Gregor Robertson. "The fireworks are a fantastic family event and have become a summer classic in Vancouver – thank you to the sponsors and the community for rallying to make it happen. "

The 2009 HSBC Celebration of Light will feature some fantastic new community events throughout the festival and host the fireworks at 10pm over Vancouver's English Bay beginning with London Drugs' Canada Night on July 22 and ending with Concord Pacific's China Night August 1. In addition, South Africa will be presented on July 25 and the UK on July 29.

"The HSBC Celebration of Light is the largest off shore fireworks competition in the world and a major tourism and economic development activity for all of Vancouver," said the Vancouver Fireworks Festival Society Chair Brent MacGregor. "Every year our funding comes down to the wire and this year we truly thought it was over. But thanks to the ongoing support of the City, our previously existing sponsors – whose solid backing we have, and two new enthusiastic sponsors, the event is go for 2009! We would like to welcome those new sponsors, Shore 104 FM Radio and the Keg Steakhouse and Bar and also Edgewater Casino – thank you for partnering with our long-standing loyal supporters, we collectively remain one of Vancouver's favourite events, on behalf of all of us, thank you! Thank you to all our great supporters," said MacGregor.

Sponsors for the 2009 event include: HSBC Bank Canada, Shore 104 FM Radio, London Drugs, The Keg Steakhouse and Bar, Concord Pacific Developments, Tourism Vancouver, BC Hydro, YVR Airport Authority and Edgewater Casino.

"This fireworks festival is a much beloved institution in Vancouver. We are proud and excited to be the new broadcaster for the HSBC Celebration of Light – what a cool ride! We are so delighted as the fireworks light up the sky once again, and it's just exceptional to be here for Vancouver as we launch Shore 104 FM," said Roy Hennessy, President and General Manager of Shore 104 FM.

The Vancouver Fireworks Festival Society is a non-profit organization created in 2001 to produce and manage the HSBC Celebration of Light. The HSBC Celebration of Light Fireworks is one of the most renowned international fireworks competitions in the world, and Vancouver's signature free, family, fun summer event.

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