

January 31, 2014



CANADA DAY INTERNATIONAL 2014 CANCELLATION NOTICE

Since 2006 Canada Day International events have attracted more than 600,000 people in London and New York. More than 50 Canadian artists have performed on our stages including: The Tragically Hip, Jann Arden, Sheepdogs, Lights, Our Lady Peace, Hedley, Blue Rodeo, Sam Roberts, Spirit of the West, Jully Black, The Tenors, Arkells and Kathleen Edwards. We celebrated Canadian culture and proudly promoted our country with some of Canada's most recognizable personalities as our hosts including: George Strombouloupoulos, Heather Hiscox, Jian Gimeshi, Tanya Kim and Cabral Richards. We even had special guest appearances by Wayne Gretzky and Mike Myers.

After consultation with our board, key advisors and stakeholders it is with great disappointment that we are announcing our decision to cancel all Canada Day International events in London, New York and the upcoming plans for Hong Kong this year.

The current economic climate remains a challenge for many event properties around the world. Canada Day festivals have only been made possible because of the corporate sponsorship we received from the business community over the past five years. The loss of several key sponsors including both of our title partners has proven to be too significant for us to replace for all three cities. We have exhausted all possibilities including formal requests of support to the Federal Government, but unfortunately we are simply not in a position to deliver the quality of event that our audience and partners have come to expect.

We would like to thank all of our sponsors, community and programming partners, artists, advisory committees, volunteers, government partners, staff and suppliers for their continuous support over the past five years. But most importantly, we want to thank all of the fans that have joined us year after year to celebrate our great country. We truly hope that our vision to celebrate Canada's Sesquicentennial globally in 2017 comes to fruition in some capacity, as we strongly believe in the value of showcasing a modern Canada to the world.

Sincerely yours,

Chad Molleken
Executive Director
Canada Day International

