



*Imagine that!*

# Media Release

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**FOR IMMEDIATE RELEASE: June 24, 2020**

## **Stratford Releases Canada Day Motorcade Route**

With Canada Day just a week away, the Town of Stratford today released their route for the 'Celebrate Stratford Motorcade'. The motorcade will leave Stratford Town Centre at 12 noon, heading across the Trans Canada Highway and up Kinlock Road. The motorcade will then turn onto Keppoch Road and continue along to Stratford Road, again crossing the Trans Canada Highway as it moves onto Bunbury Road. The final stretch of the motorcade route takes it along Mason Road through the roundabout, ending back at Stratford Town Centre. Residents are being asked to make signs with Canada Day greetings, thank you messages for essential workers and first responders, and to bring noisemakers with them as they cheer loudly along the route.

"The motorcade is our way of acknowledging and thanking essential workers, first responders and all of our residents who had a role to play during COVID-19," stated Stratford Mayor Steve Ogden. "Residents continue to follow the guidelines laid out by the provincial Chief Medical Health Officer and as a community want to say thank you to everyone for getting us to the point we are at. Canada Day is a perfect opportunity to show our appreciation."

Any essential worker in Stratford, or Stratford business, who would like to take part in the motorcade is asked to register by Friday, June 26 by calling (902) 569-6925.

Another activity residents can take part in is the second annual 'A Day in the Life of Stratford' photography project. The Town will be collecting photos that show how residents participated in and spent their Canada Day to be compiled into an exhibition. Photographs taken between midnight on June 30<sup>th</sup> and midnight on July 1, 2020 can be submitted by July 3 at 4pm to be part of the Town's photo exhibition. There is no restriction on subject matter and each resident can submit up to 10 photos. Further information is available on the Town's website or through the Facebook event page.

The Town of Stratford will be holding a drive-thru strawberry and ice cream social which begins at 2pm on Canada Day. As an annual tradition on Canada Day, typically passed out at by council members during the Tea Hill celebration, this year's drive-thru set up is a first for the community.

"As COVID-19 continues to challenge us, we have to work within the guidelines of it," said Councillor Steve Gallant, Chair of Recreation, Culture and Events, "and our staff went to work early on planning for a different way to hand out the summer treat this year."

An operations plan has been submitted to, and approved by, the Province of PEI. Vehicles arriving for strawberries and ice cream will line up at Stratford Town Centre and continue through the drive-thru which will be set up in the parking lots. Residents are asked to ensure that they follow all directions

provided by staff and volunteers on site and are reminded that they are not permitted out of their vehicles at any time during this event. There will be no onsite parking for the skatepark or splash pad beginning at 10am until approximately 5pm on Canada Day, and no walk-up service option available for the safety of everyone on site to receive your strawberries and ice cream.

The Town of Stratford will also have a number of programming pieces released on their social media platforms on Canada Day including the announcement of the Youth, Adult and Senior Volunteers of the Year. A special compilation of 'O Canada' is being prepared along with other online content to mark the day.

Beginning this Friday, June 26, residents are being asked to show their Canadian pride by decorating their homes, lawns and vehicles for Canada Day, or to use the opportunity to send a thank you message to the community.

"We are finding new ways to make Canada Day special this year," added Mayor Ogden. "We are used to coming together in person each July 1<sup>st</sup> but unfortunately that won't be possible for this year. But we won't let that stop us and look forward to connecting with residents in a little different way than usual."

A Facebook event page has been created for residents to join and stay informed about all activities coming up for Canada Day in Stratford. Information continues to be shared on all of the Town's social media accounts as well as on the Town of Stratford website at [www.townofstratford.ca](http://www.townofstratford.ca).

For questions about participating in any of the planned events, please send an email to [info@townofstratford.ca](mailto:info@townofstratford.ca) or contact the Recreation Department by telephone at (902) 569-1995.

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For more information please contact:

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