

## **NEW SPONSORS STEP IN TO SAVE VANCOUVER CHERRY BLOSSOM FESTIVAL**

Festival launches April 1 with support from Edge Construction, GAIN Group and Yaletown BIA

**VANCOUVER, B.C. (March 15, 2023)** – The Vancouver Cherry Blossom Festival (VCBF) will launch as planned on April 1<sup>st</sup> thanks to funding from its new presenting sponsor, Edge Construction. The festival has also received new funding from the Yaletown BIA, as well as Alfa Romeo and FIAT of Vancouver, Lotus of Vancouver and Polestar Cars Vancouver (part of Gain Group).

Thanks to support from the new sponsors, the city-wide celebration of Vancouver's 43,000 cherry trees will kick off with **The Big Picnic**, Vancouver's largest outdoor picnic, held under the blossoms of 100 Akebono cherry trees in David Lam Park in Yaletown on April 1st (10:00 am to 4:00 pm).

"On behalf of our board, staff, volunteers and the thousands of Greater Vancouver residents and visitors who treasure the cherry blossoms and our wide range of programming, I want to extend our sincere thanks to our new sponsors," said Michael Dove, executive director, VCBF. "It's heartwarming to know that within just days of us putting out our call for help, these civic-minded Vancouver companies stepped up with an inspiring demonstration of generosity and community spirit."

Edge Construction is a local builder of new low-rise apartments, condos, townhomes, and commercial spaces. In addition to new construction, Edge works with the business community to renovate offices, retail stores, gyms, restaurants, and clinics. They are one of the few Vancouver-based construction companies who can build to the tight environmental standards of the Passive House Association and have a LEED Platinum building in their portfolio. By taking on the role of lead sponsor, they have saved the festival this year.

"Helping to improve local communities and complimenting the natural beauty of Vancouver is core to who we are," said Jaime Tarriba, Principal of Edge Construction. "Spring is when Vancouver comes alive and there is no better way to celebrate this seasonal and mental shift than the Vancouver Cherry Blossom Festival. When we learned the festival was in jeopardy without a lead sponsor, we felt compelled to take action as a way of giving back to the community."

The Yaletown BIA works to support Vancouver's historic waterfront neighbourhood, and is home to the VCBF's kick-off event, **The Big Picnic** at David Lam Park. The Gain Group's support is a collective sponsorship from Polestar Vancouver, Lotus Cars Vancouver, and Alfa Romeo Vancouver, which are part of the GAIN Group.

"We, at the GAIN Group, and our dealerships in Victoria, Nanaimo and Vancouver are a part of the fabric of the local communities," said Terry Chen, Assistant General Manager, GAIN Group. "Our staff and clients' interests are important to us, therefore, it was logical to support the Vancouver Cherry Blossom Festival. Alfa Romeo and FIAT of Vancouver, Lotus of Vancouver, and Polestar Cars Vancouver are proud and honored to support the 2023 Vancouver Cherry Blossom Festival. We wish all guests and organizers a wonderful time."

With the 2023 Vancouver Cherry Blossom Festival now on stable financial footing, all VCBF programs and events will proceed as planned.

The festival's many other sponsors include TD, Stir, Daily Hive, Borden Ladner Gervais, and TransLink, with additional support from the Vancouver Board of Parks and Recreation, The David and Dorothy Lam Foundation. **We also acknowledge the financial support of the Government of Canada, British Columbia Arts Council, and the Province of British Columbia.**

### **About Edge Construction**

Edge Construction is a leading Vancouver builder of new multifamily and commercial buildings, in addition to commercial tenant improvements. Our team of experienced construction professionals combined with long-standing relationships with skilled subtrades enables us to produce high-quality construction projects cost-effectively and on schedule. Complimentary to our focus on quality-construction is our desire to give back to the communities we serve and to support and develop our talented team members. We build and grow together. To learn more about Edge Construction, visit us online at [www.edgeconstruction.ca](http://www.edgeconstruction.ca)

### **About the 2023 Vancouver Cherry Blossom Festival (April 1–23):**

The Vancouver Cherry Blossom Festival is a charitable not-for-profit organization with the objective to educate and actively engage diverse communities through accessible local arts and culture to celebrate the fragile beauty of the cherry blossom. Events throughout the city bring people together to celebrate nature, creativity, and Vancouver's cherry tree heritage. Cherry blossom viewing has become a joyful Festival springtime tradition in our city now as people marvel as 54 different varieties blossom across our city. For more information about the festival and upcoming programs and events, visit [www.vcbf.ca](http://www.vcbf.ca)

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### **Contacts:**

#### **Michael Dove**

Executive Director

604-679-1823

[michael@vcbf.ca](mailto:michael@vcbf.ca)

#### **Linda Poole**

Artistic Creative Director, Founder

604-767-9044

[linda.poole@telus.net](mailto:linda.poole@telus.net)

Website: [vcbf.ca](http://vcbf.ca)

Twitter: @OfficialVCBF

Facebook: [www.facebook.com/VancouverCherryBlossomFestival](http://www.facebook.com/VancouverCherryBlossomFestival)