



JANUARY 5, 2009
FOR IMMEDIATE RELEASE
CONTACT: KEVIN HENDRICKS, PUBLICIST
(780) 497-1164
kevin@winterlight.ca

**MEDIA INVITE YOU'RE INVITED!
PLEASE JOIN US AT THE MEDIA LAUNCH / PHOTO CALL
FOR WINTER LIGHT 2009
THUR JAN 8 AT 10 AM - STEPS OF CITY HALL**

Join us for the launch of Winter Light 2009 festival, Thursday January 8th at 10:00 am on the steps of City Hall.

The short program will introduce the featured programming of Winter Light Festival, along with Greetings from Councillor Kim Krushell, representatives from Edmonton's Urban Aboriginal Accord, Edmonton Arts Council Director John Mahon, and Winter Light Festival Director Pamela Anthony.

Winter Light is a 10 week celebration of Edmonton's winter season and community spirit. The Winter Light season offers free activities for Edmontonians of all ages January 8th through March 21

Featured events and photo opportunities from 10 am - 10:45 include: lantern making and a parade to the podium by children from Ben Calf Robe School; a demonstration from Skate Canada on the City Hall ice rink; a fire breathing performance by Vibe Tribe; and the symbolic lighting of a first fire by a circle of guests from the Edmonton winter community. All guests will be available for interviews.

Warm beverages & nibbles will be provided by Kids in the Hall just inside the doors of City Hall.

More! OPENING CEREMONIES & GALA

To capture more awesome action footage, stills and stories, plan to be at the Winter Light Opening Ceremonies, 6 - 8 pm, Churchill Square.

Winter Light Opening Ceremonies will feature an extraordinary array of special events to usher in the winter season and celebrate Edmonton's winter spirit, all in a fun-filled festival setting. All events are Free.

THE BLESSING FIRE - Beautiful handmade lanterns light the way to a rare Blessing Fire, performed by Elders from the Aboriginal community. The Blessing Fire will become the symbolic and literal flame that lights Winter Light fires throughout the festival. The ceremony will be completed by a performance by the young artists of Ben Calf Robe School, and the multi-Juno nominated vocal group, Asani.

WINTER LIGHT FESTIVAL – HOT STUFF IN THE SQUARE.

For two hours, the Square will be alive with a sample of the Winter Light fun to come. Explore the Ice Lantern Labyrinth, and the Winter Light Warming Tents & Tipis. Then enjoy a spectacular array of performances by some of Edmonton's top artists: the multi-cultural soul sounds of Le Fuzz, with special guest Andrea House and her song "Bring on the Cold", the hilarious and talented musical stylings of The Be Arthurs; and the haunting sounds of the acclaimed Aboriginal group Asani.

Get caught up in light-hearted performance 'happenings' by the KO Dance Project, the fire-breathing spectacle of the Vibe Tribe, the Drum Posse, the stilt walking antics of Randal Fraser, and the charming clowning of ZuZu. Edmonton's hottest media artists - aAron Munson and kelleY boleN - take on the challenge of winter spirit with their original multi-media Aurora display.





JANUARY 5, 2009
FOR IMMEDIATE RELEASE
CONTACT: KEVIN HENDRICKS, PUBLICIST
(780) 497-1164
kevin@winterlight.ca

WINTER LIGHT FESTIVAL – HOT STUFF IN THE SQUARE.

For two hours, the Square will be alive with a sample of the Winter Light fun to come. Explore the Ice Lantern Labyrinth, and the Winter Light Warming Tents & Tipis. Then enjoy a spectacular array of performances by some of Edmonton's top artists: the multi-cultural soul sounds of Le Fuzz, with special guest Andrea House and her song "Bring on the Cold", the hilarious and talented musical stylings of The Be Arthurs; and the haunting sounds of the acclaimed Aboriginal group Asani.

Get caught up in light-hearted performance 'happenings' by the KO Dance Project, the fire-breathing spectacle of the Vibe Tribe, the Drum Posse, the stilt walking antics of Randal Fraser, and the charming clowning of ZuZu. Edmonton's hottest media artists - aAron Munson and kelleY boleN - take on the challenge of winter spirit with their original multi-media Aurora display.

There's a ton of 'all-ages' fun for families, with story telling in the tipis, Kawakanum Kennels with their top sled dogs, authentic maple syrup taffy pulls, winter heritage skill workshops, snow shoe demos, bannock making, and winter activities organized by the River Valley Program and Fort Edmonton Park.

Sport and recreation enthusiasts will enjoy a close-up experience of Edmonton's claim to fame – extraordinary talent on the ice! Check out the ice shows - a special 30-minute figure skating show with Skate Canada, MC'd by very special guest - Olympic Gold Medalist Jamie Salé, and catch the thrills of one of the hottest new sports - sledge hockey – with demonstration from the Paralympics Sports Association.

Warm up while you check out the new Winter Light festival, and enjoy our special hot chocolate – FREE if you bring your own cup! (Or participate in our re-useable cup program.)

THE WINTER LIGHT GALA IN CITY HALL

At 8:00 pm the party moves indoors under the glittering lights of City Hall for a party sure to warm up your winter spirit. DJ Matt Wood will spin his musical mojo; Le Fuzz, The Be Arthurs and Asani go acoustic, media projections highlight the Winter Light season, plus theatrical performances and many more surprises for the entire family.

As a special bonus, the culinary stars of NAIT will be providing a great collection of winter food and drink!

Winter Light - SHARE THE WARMTH

Winter Light has initiated a new program to ensure all our citizens are warm this winter – Share the Warmth. Bring a donation of warm socks, mitts or toques to any Winter Light event, and we will distribute all items to inner city agencies.

joys of winter and champion Edmonton's true winter spirit.”

