

**For Immediate Release**

**Mark Your Calendars It's The 41<sup>st</sup> Annual  
SIMCOE ROTARY FRIENDSHIP FESTIVAL!**

SIMCOE, Ontario July 6, 2008 – Don't let gas prices put a stop to making memorable summer vacation plans. Shop till you drop, eat, and merry! Party time returns at the 41<sup>st</sup> Annual Simcoe Rotary Friendship Festival!

This year the Simcoe Rotary Friendship Festival (SRFF) is held on August 2 thru 4<sup>th</sup>, downtown at Wellington Park, located at Norfolk Street and Bonnie Drive. Recently voted as one of the TOP 100 FESTIVALS in Ontario by Festivals and Events Ontario, this event promises fun for all ages!

Under the management of The Rotary Club of Simcoe District 7090, festival goers will experience the best sights, sounds and talent of Norfolk County including daily special events! Arts, Crafts and Antique vendors, food, the SRFF Parade, Pancakes In The Park, Cow Paddy Bingo, Adopt-A-Duck Race, Motorcycle Show & Shine, Free Entertainment, Buskers, Clowns, the Tim Horton's Kids Zone, a Car Show, Fishing Derby, the Soap Box Derby, and much much more!

Opening Ceremonies officially start the celebratory weekend in Wellington Park at 11:00 a.m. on August 2<sup>nd</sup> with the SRFF Parade following shortly afterwards at 12:00 noon. "The fly past of a restored Harvard Trainer Aircraft signals the parade start to the crowd," shares Dave King, Parade Director. "The route starts at Norfolk Street and Colborne Street and proceeds south on Norfolk Street. A right turn (west) on South Drive and then disperses at the Norfolk County Fair Grounds."

Parade Marshall, Gail Catherwood, Norfolk's 2008 Citizen Of The Year greets the crowd as the colorful procession follows. This year's highlights include: The Wacky Subtonic Cycle a sight to be seen and heard, the Argyll & Sutherland Highlanders Pipe Band from Hamilton, the Toronto Signals Marching Band, crazy 12 ft stilt walkers in character including the Space Space Astronaut and The Geronimos Giant, the entertaining bluegrass sounds of Schott & Blackwell on the Rotary Float and several local parade floats, dance troops and musical acts.

Coverage by CD 98.9 FM returns with their Friendship Festival shopping spree contest and Amtelecom Cable 5 will televise the opening ceremonies and parade. Unilever honors their tradition by offering FREE Popsicle treats in the park right after the parade.

Under the dedicated leadership of festival Co-Chairs Bill Jappy and Mike Martin the events continues to grow each year now exceeding over 200 arts, crafts and food vendors while Entertainment Director, Robert Missen continues to bring a spectacular entertainment showcase to the festival.

“As Rotarians, we are committed to fostering the advancement of honest friendships, establishing goodwill, and fellowship through service for the betterment of community life. The festival provides us with another way to do just that,” Co-Chairs Bill Jappy and Mike Martin.

#### Mission Statement

*To provide an entertaining and safe event that showcases our friendly rural community, and it's many attractions. We welcome families and friends from near and far to foster continued prosperity and new traditions.*

The general public is encouraged to dress up and join the FREE parade, applications are available on the SRF website.

Look for your 40-page Events Guide in the Tuesday Reformer and event flyer in The Expositor, Port Dover Maple and Burford Times.

### **Simcoe Rotary Friendship Festival 2008 Entertainment Schedule**

#### **SATURDAY AUGUST 2, 2008**

##### **“FAMILY DAY”**

- 2:00 pm Devon Otterman (young vocalist) [Jarvis]
- 2:15 pm Krysta Clark (vocalist) [Simcoe]
- 2:45 pm Daniel Main (juggler) [Walsingham]
- 3:00 pm Autumn Road (folk duo) [Hagersville/Selkirk]
- 3:30 pm Mile Off 21 (folk/pop band) [Glen Meyer]
- 4:00 pm The Brearley Family (pop/rock band) [Silver Hill]

#### **SUNDAY AUGUST 3, 2008**

##### **“JAZZ DAY”**

- 1:30 pm Josh Cavan (pianist) [Simcoe]
- 2:00 pm Andy Sheppard (guitarist/vocalist) [Toronto, formerly Lynedoch]
- 3:00 pm Raptor Show
- 3:30 pm Joe Sealy (renowned Canadian pianist) [Toronto]
- 4:30 pm Coco Lee and Friends (young vocalist and band) [Delhi]

#### **MONDAY AUGUST 4, 2008**

##### **“ROOTS DAY”**

- 1:30 pm The Schotts (bluegrass duo) [Langton]
- 2:00 pm Kim Moverley and the Lost Hobos (folk/blues band) [Waterford]
- 2:30 pm Rob Lamothe (vocalist) [Dunnville]
- 3:00 pm Raptor Show

3:30 pm The Darlings (folk/roots band) [Port Dover/Port Rowan]

**Visit Our Website For Complete Entertainment & Daily Special Event Listings**  
[www.simcoerotaryfriendshipfestival.com](http://www.simcoerotaryfriendshipfestival.com)

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**PLANNING A VISIT TO SIMCOE?**

**Contact the Norfolk County Tourism & Economic Development Department**

**Toll FREE 1-800-699-9038**