



FOR IMMEDIATE RELEASE: 13 APRIL 2017

CELEBRATING CAR FREE DAY VANCOUVER'S 10TH ANNIVERSARY

VANCOUVER'S COMMUNITY STREET FESTIVALS ARE BACK AND BIGGER THAN EVER

CITY-WIDE 10 YEAR ANNIVERSARY!

Car Free Day in Vancouver is a series of street festivals promoting the unique re-imagining of space that seeks to showcase the possibilities of a city less dependent on cars. Car Free Day is proudly celebrating 10 years since expanding from one street festival to several festivals city-wide!

COMMERCIAL DRIVE DATE CHANGE

Car Free Day is happy to announce a new date for the Commercial Drive Festival, **Sunday, July 9th**.

Each Car Free Day Festival is now on its own day, allowing festival-goers a chance to attend a festival in each neighborhood.

West End Festival: Saturday, June 17th, 2017

Location: Denman Street from Robson to Davie

Main Street Festival: Sunday, June 18th, 2017

Location: Main Street from Broadway to 30th

Commercial Drive Festival: Sunday July 9th, 2017

Location: Commercial Drive from Venables to N. Grandview

Translink will be generously re-routing transit during the festivals to ensure that festival-goers can attend car-free!

NEW INITIATIVE: ACTIVITY GRANTS

This year Car Free Day is excited to launch its Activity Grants initiative. Car Free Day will be supporting local community groups in need of financial support for their festival activities including live music or performance, community engagement, and environmental advocacy. Car Free Day wants to encourage

Vancouver to dream big, experiment, and play in the streets. Applications are open to Metro Vancouver individuals, groups, nonprofits, and businesses.

GREEN PROGRAM: BINNERS' PROJECT

Car Free Day is continuing to work with Vancity's Zero Waste Events to remain a leader in event waste management. This year Car Free Day will be also be working with [The Bidders' Project](#) in a capacity building initiative. With growing demand from the public and cities for events to be socially inclusive, rooted in their communities, and geared towards waste reduction, Car Free Day felt that this was an important and necessary collaboration. The Bidders will be manning recycling and compost stations for landfill diversion along with Car Free Day volunteers.

COLLABORATION: DO604 APP

[Do604](#) is a digital media property based in Vancouver, focused on helping culture-forward young people find awesome events and activities to do in their city. It is an event calendar platform website and smartphone application. Car Free Vancouver and [Do604](#) are collaborating this year to provide a mobile experience for festival goers. Through the app, attendees will be able to see when and where bands, performers, activities, and vendors will be throughout the events so they won't miss their favourites!

Car Free Day Vancouver has managed to stay true to its' grassroots activist beginnings. According to Joey Moore, a long time festival organizer and Car Free Vancouver Society board member: "We recognize that Vancouver is a city, and that automobiles can only be expected to make up a minority of movements if the air is to be breathable, our streets walkable, and we are to have the economic resources to deal with all our other issues. Car Free Day shows that facing our transportation challenges and working to remake what we have can both move us forward and be a hell of a lot of fun."

Matthew Carrico, another festival organizer, agrees: "It's rewarding to see all the children in attendance and to hear their parents explain what Car Free Day means. These festivals are one way that we pass down our unique, West Coast Canadian activism to the next generation."

About Car Free Day Vancouver: Car Free Day organizes a multi-site annual arts and culture festival that reclaims traffic thoroughfares as community focused public spaces. This allows artists, local residents, performers, artisans, nonprofits, and businesses to interact, engage, and re-imagine spaces normally reserved for vehicle traffic. We continue to be a green and grassroots effort, directed and organized by the local residents in each Car Free Day neighbourhood. Car Free Day festivals have won several awards and attract over 400,000 attendees each year. This project has been made possible in part by the Government of Canada.

For more information or interviews:

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