

# Media Release

FOR IMMEDIATE RELEASE

April 11, 2017

## Caledon launches “Celebrate Caledon”

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From humble beginnings over 10 years ago the second weekend in June has grown to become “the weekend to be in Caledon.” Last year saw the launch of [Cheers Caledon](#), a craft beer and cider festival that featured the best of home-grown producers such as Caledon Hills, Pommies and Spirit Tree. And Caledon Day was a smash hit with headline act Sloan thrilling hundreds and hundreds. In 2018 we are proud to announce the continued growth of our weekend lineup.

### Celebrate Caledon **NEW FOR 2018!**

With assistance from the Ontario Ministry of Tourism, Culture and Sport, the Town of Caledon is introducing an all-new brand, “Celebrate Caledon,” to encompass all the events and activities that make up the weekend:

- Cheers Caledon (June 15)
- Velocity (June 16, morning)
- Caledon Day (June 16, 2:00 to 11:00 p.m.)

“This is a weekend of fun and friendship that not only brings the community together, it’s also becoming a real draw for visitors,” said Mayor Allan Thompson. “There are so many reasons to celebrate what we have in Caledon, I invite everyone to come out – bring your friends and family – and see for yourself.”

Also new for 2018 attendees will have the option to purchase “Celebrate Caledon VIP” tickets that include admission to Cheers Caledon (June 15) and access to the Caledon Day (June 16) VIP tent, which includes premium sightlines, snacks, a cash bar and dedicated washrooms.

For more information visit [caledon.ca/celebrate](http://caledon.ca/celebrate) or share on social using **#celebratecaledon**.

### Cheers Caledon (Friday, June 15)

Back for a second year, the **Cheers Caledon! Craft Beer and Cider Festival** takes place Friday, June 15, 2018 from 6:00 to 11:00 p.m. at the Caledon Town Hall campus on Old Church Road in Caledon East.



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Showcasing local producers such as Badlands Brewing, Caledon Hills Brewing, Goodlot Farmstead Brewing Co., Pommies Cider Co., Spirit Tree Estate Cidery and more, this event debuted in 2017 to great acclaim...and promises to be even better this year.

Ticket prices have been kept the same: \$20 in advance (available through the website at [cheerscaledon.ca](http://cheerscaledon.ca)) or \$25 at the door. Admission includes the popular souvenir cup and two drink tokens.

Child care services are available at "Cheers Kids Night," featuring games and activities supervised by Town of Caledon summer camp counsellors (\$15 per child).

There is free parking on site as well as a bicycle valet service.

For more information, visit [cheerscaledon.ca](http://cheerscaledon.ca), [facebook.com/cheerscaledon](https://www.facebook.com/cheerscaledon) or [@cheerscaledon](https://www.instagram.com/cheerscaledon) on Instagram.

## **Velocity (Saturday, June 16) NEW FOR 2018!**

### **A ride the entire family will love**

In partnership with Caledon Community Services, Saturday morning prior to Caledon Day will see the debut of Velocity, a cycling event in support of Caledon seniors.

"Celebrate Caledon is an exciting event, and the addition of Velocity cycle ride adds to the excitement," said Ian Armstrong, Velocity Committee Chair. "We invite families and cyclists from far and wide to kick off June 16 with a 10km, 25km, 60km or 100km bike ride!"

"Not only is Velocity for a good cause, supporting seniors, it also showcases all the best of what Caledon has to offer -- the villages, hamlets and beautiful rolling countryside -- located right on Toronto's doorstep. What a great way to start the day, riding the scenic routes along Caledon trails and roadways, then grab a shower and join us for the full slate of afternoon and evening activities, including the main stage entertainment and a phenomenal fireworks display that Caledon Day is already renowned for."

Cyclists are invited to register online for a fee of \$60 (\$30 for cyclists under 18). Proceeds go towards Caledon Community Services' programs for seniors. Any amount of fundraising pledges or donations will be gratefully accepted. Registration is currently open online at [ccsvelocity.ca](http://ccsvelocity.ca).

## **Caledon Day: Headliner Matthew Good takes the Husky Main Stage**

The Town of Caledon is pleased to announce that the headline act for this year's Husky Main Stage performance is Matthew Good. At the forefront of the Canadian rock music scene over the course of the last three decades, [Matthew Good](#) has been nominated for 21 Junos and won four, most recently for Rock Album of the Year in 2011 for the album, Vancouver.



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Once again Caledon Day features a full day of family friendly fun, food and entertainment, starting at 2:00 p.m. and ending after nightfall with fireworks. In 2017 an estimated 12,000 people attended, representing almost one in every five Caledon residents.

For more information, including sponsorship opportunities, visit [caledon.ca/caledonday](http://caledon.ca/caledonday), [facebook.com/caledonday](https://www.facebook.com/caledonday) or [@caledonday](https://twitter.com/caledonday) on Twitter.

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