

# Media Advisory

January 29, 2015

City of Edmonton

## Mayor launches Winter Shake-Up Festival and Market

More than 400 delegates from 52 winter cities have been attending the Winter Cities Shake-up Conference in Edmonton this week. The conference ends with the Winter Shake-Up Festival and Market. Media are invited to join Mayor Don Iveson and Bob Black, Executive Vice President of the Katz Group, for the launch of the Winter Shake-Up Festival and Market.

**Date:** Friday, January 30, 2015

**Time:** Noon

**Location:** Churchill Square, by the snowslide (on the steps of Churchill Square)

The Winter Shake-Up Festival and Market takes place at Churchill Square on Friday, January 30 from noon until 8 p.m. The Shake-Up Festival is free to all Edmontonians and conference delegates. Festival goers will have the opportunity to:

- Shop local at our city's first outdoor winter market with over 40 vendors
- Roast marshmallows at fire pits
- Enjoy hot chocolate, mulled wine and other warm drinks in the family friendly beverage garden
- Take in stunning indoor and outdoor live entertainment and displays by local talent
- Ride a snow slide

### For more information:

On the [Conference and Festival](#), including program information

### Media contact:

[Lesley Vaage](#)  
Communications Advisor  
Mobile: 587-594-1159

3rd Floor, City Hall  
1 Sir Winston Churchill Square NW  
Edmonton, AB  
T5J 2R7  
[www.edmonton.ca](http://www.edmonton.ca)



Share:     

[Subscribe](#) | [Unsubscribe](#) | [Printer Friendly Version](#)

This email was created and delivered through [Industry Mailout](#)