



MEDIA RELEASE

Strawberry Feast-ival serving up a Pancake Breakfast



For Immediate Release – Monday, June 23, 2009 – 9:00 a.m.

Welland – The City of Welland is celebrating more than 100 years of Strawberry Seasons at the Market Square on Saturday, June 27, between 8:00 a.m. and 11:00 a.m.

Welland has always embraced the opportunity to celebrate; therefore, a strawberry Feast-ival to kick off the summer is more than fitting. The event begins at 8:00 a.m. with a Pancake Breakfast, which will be served up by the Welland Historical Museum volunteers. Proceeds from the breakfast will be contributed to the Museum. Mary-Lou Ambrose-Little, Vice Chair of the Welland Museum, is excited about the event and looks forward to future partnerships with the City of Welland. “These are the events that people enjoy the most,” says Ambrose-Little. “People working and having fun together,” she added.

The Strawberry Feast-ival is scheduled during the celebrated Saturday morning Farmers’ Market. Along with the Pancake Breakfast, shoppers can enjoy the fun and beauty of Cruise Niagara. Compliments of Cruise Niagara, more than a dozen hot-rod and antique show cars will be on display at the event between 8:00 a.m. and 11:00 a.m.

To further the Strawberry experience, Niagara Food Festival is bringing the Mobile Culinary Theatre to Market Square. Wolfgang Sterr, along with Welland Market vendors will demonstrate their favourite strawberry recipes from the Culinary Theatre. Chef Sterr owns the local Wildflower Restaurant and Market and is an advocate of buying local.

Jane Thompson, Event Coordinator for the Niagara Food Festival, feels that the Strawberry Feast-ival is a great opportunity to showcase the Mobile Culinary Theatre and participate in a worthy fundraiser. “The Niagara Food Festival is please to participate in the Strawberry Feast-ival,” said Thompson. “The Niagara Food Festival has always held a strong sense of community support and this is a good opportunity to express it,” she added.

Market Square Coordinator Bernice Booth anticipates a fun-filled morning during the event. “I’m proud to see all these organizations pulling together to raise funds for the museum,” Booth said. “The Saturday morning Market has always been a celebration of community and family – Wellanders are sure to enjoy themselves at the Strawberry Feast-ival. What better way is there to spend your Saturday morning than eating pancakes, looking at hot-rods, and learning some tasty recipes?” continued Booth.

For more information on the “Strawberry Feast-ival” please contact Bernice Booth (Market Square Coordinator) 905 735-1700 ext. 2334.

About the participants:

Market Square is owned and operated by the City of Welland.

The Niagara Food Festival showcases growers, producers, restaurants, chefs, wineries, and entertainers to celebrate the best the Niagara Region has to offer.

Welland Historical Museum presents the story of Welland to the city’s residents and tourists. The museum preserves objects, natural history specimens, and other material relating to the history and prehistory of the city and area.

Cruise Niagara hosts two cruise car shows every week in Welland. The shows have raised money for the Humane Society and the Niagara Peninsula Children’s Centre.

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