



FOR IMMEDIATE RELEASE

Town of Pictou and deCoste Centre for Arts & Creativity Announce Grand Opening of Caladh Marquee Event Site on Canada Day, July 1st

Pictou, NS - June 26, 2023 - The town of Pictou and deCoste Centre for Arts & Creativity announce the grand opening of the Pictou 2023 event site, the Caladh Marquee, on Canada Day, July 1st. Located at 27 Creighton Street, this transformed waterfront venue will serve as a hub for a variety of exciting activities and performances throughout the Pictou 2023 festivities.

The centerpiece of the event site is the Caladh Marquee, an impressive 8,000 square foot tent with stage and seating capacity of 350. Surrounded by a vibrant waterfront atmosphere, the Caladh Marquee will host a multitude of events, including concerts, performances, and community celebrations. Accompanying the stage are local vendor villages, art installations, play structures, various seating options, fire pits, and public washrooms, all situated along the picturesque harbour's edge.

To mark the occasion, a ribbon-cutting ceremony with Minister Karla MacFarlane and Mayor Jim Ryan will take place at 12:45 pm. The festivities will continue with two free performances starting at 1 pm with a Stompin Tom Connors Tribute and a captivating show by Doris Mason and the Groovey Gurus at 7:30 pm. Throughout the day, children's activities will be held along the Pictou waterfront.

The Pictou 2023 event site plays a central role in the year-long celebrations honouring the Town of Pictou's 150th anniversary of its incorporation, the 250th anniversary of the arrival of the Ship Hector, and the deCoste Centre's 40th anniversary. Between July 1st and September 17th, the Caladh Marquee will host over 50 events and performances, including three deCoste Centre performances each week, two Love Local concerts each week, Lobster Carnival activities, Hector

250 celebrations, and more. Most events and concerts are complimentary to the public, allowing everyone to partake in the festivities.

"It is an exciting time for the deCoste and downtown Pictou. The waterfront is buzzing with major construction projects at the deCoste and Hector Quay, as well as patio developments at several local restaurants," says Troy Greencorn, Executive Director of the deCoste Centre for Arts & Creativity. "There isn't another concert series of this scale anywhere in the province, and we are seeing an amazing response and ticket sales. Pictou is celebrating the past by charging forward into a brighter future centred around culture and entertainment on the waterfront."

Visitors to the event site will also have the opportunity to explore a variety of locally made products from vendors such as The River Gallery, offering artisanal natural body products and artwork; Canada Renewed, repurposing flags and tartan into pillows, totes, and garden banners; Teapothecary, a delightful tea shop and cafe; Stephen Sweet, featuring art of different mediums created onsite; Chapel Cove Chocolates, a local and beloved chocolatier; and Highland Community Residential Services, showcasing crafts and art made by their residents.

In addition to the performances and vendor offerings, the event site provides a range of placemaking features designed to enhance visitors' experiences. These include a 43-foot Northumberland Strait style lobster fishing boat, allowing both kids and adults to explore the cabin, use the onboard seating, and enjoy the harbour view. Adirondack chairs and hammocks positioned along the waterfront provide comfortable spots for relaxation, while fire pits with seating foster a cozy atmosphere. Courtesy parking spots and strategically placed bench seating ensure improved accessibility for all attendees.

"The successful realization of the Pictou 2023 event site is a testament to the power of community partnerships and the strategic support received from Build Nova Scotia," says Jim Ryan, Mayor, Town of Pictou. "The event site plays a vital role in the overall implementation of the Pictou Waterfront Master Plan enhancing its appeal as a tourist destination and fostering community engagement, cultural enrichment, and economic growth."

Financial support for the site was provided by the Nova Scotia COVID-19 Response Council at Dalhousie University, which was funded by the Province of Nova Scotia.

What: Grand opening of Pictou 2023 Event Site - Caladh Marquee - ribbon cutting ceremony, live entertainment and children's activities

When: Saturday, July 1, 12:45 pm

Where: Caladh Marquee, Pictou 2023 Event Site, 27 Creighton Street, Pictou

Who: Minister Karla MacFarlane; Town of Pictou Mayor Jim Ryan; Troy Troy Greencorn Executive Director deCoste Performing Arts Centre; Representatives from Build Nova Scotia

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Links:

Event program guide: https://www.pictou2023.com/_files/ugd/b61814_ccdea876f8f94094ac6e1783a2dda138.pdf

Online Pictou 2023 events calendar: <https://www.pictou2023.com>