

2017-The Fifth Toronto-Qinhuai Lantern Festival

Co-Organizers

Ontario - Jiangsu Friendship Association Jiangsu Overseas Exchanges Association

Exclusive Title Sponsor	Special Support
RBC Royal Bank	Overseas Chinese Affairs Office of Jiangsu Provincial Government

Date and Time

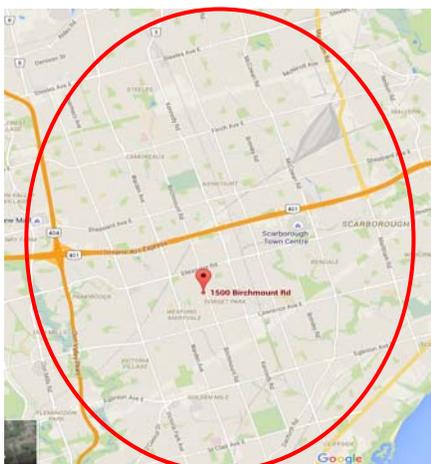
<u>Lunar New Year Event:</u>	February 11 th - 13 th , 2017
<u>Canada 150 Celebration Event:</u>	June, 2017 (TBD)

Light Up Celebration and Cultural Activities

<u>Lunar New Year:</u>	Saturday, February 11 th , 2017
<u>Canada 150 Celebration:</u>	June, 2017 (TBD)

Venue and Location

Bond Education Group (Venue Sponsor)
1500 Birchmount Road, Scarborough, Ontario M1P 2G5 Canada



Local Areas Covered

Thanks to the Bond Education Group for sponsoring the venue. The location of the event will cover the Scarborough mid-town area, along Birchmount Road (between Steeles Avenue and Kingston Road), Chinese communities, and other communities in the GTA. It is an excellent opportunity for your organization to reach out, promote and consolidate your corporate brand in local multicultural communities and to families including:

- More than 3,000 onsite attendees with diverse background
- 200,000 vehicle drivers on Birchmount Road
- 12,000 commuters of TTC Route 17
- 82.42% (436,870) Chinese Canadians of GTA and
- 1,200,000 local residents within the red circle (see map).



Introduction



Qinhuai Lantern is from a historical city Nanjing, and has been one of the favourite traditions among both local people and foreigners. The Ontario – Jiangsu Friendship Association has successfully held the Qinhuai Lantern Festival for the past four years, as part of the Lunar New Year celebrations in Canada, since 2013. It is a showcase to promote not only Chinese culture, but also to invite local people and diverse communities to get involved and experience the beauty of traditional art.

Since the first Toronto-Qinhuai Lantern Festival, the event has been receiving recognition and support from both Canadian and Chinese governments, capturing media attention and generating conversations among local multicultural communities. There were more than 3,500 people in attendance at each of the four Lantern Fests since 2013. Coverage of the event is done throughout the Greater Toronto Area.

Achievement in 2016



In 2015, with the joint effort of Mr. Li Wang, Director of Overseas Chinese Office of Jiangsu Provincial Government, and the Dr. Ningyu (Julia) Li, President of OJFA, Toronto-Qinhuai Lantern Festival received special support from Jiangsu Overseas Exchange Association. To celebrate the 30th anniversary of friendship between Jiangsu Province and Ontario, OJFA was invited to join Ontario Trade Mission led by Premier Kathleen Wynne to visit Nanjing in November 2015. With Premiers and Vice-Premiers of both Ontario and Jiangsu Province as witnesses, OJFA signed an agreement with Jiangsu Overseas Exchange Association to co-organize the Toronto-Qinhuai Lantern Festival from 2016.



多倫多秦淮燈會

5th Toronto Qinhuai Lantern Festival

February and June in 2017 @ 1500 Birchmount Road, Toronto Website: www.qinhuaidenghui.ca



The support of the Exclusive Title Sponsor, RBC Royal Bank, and that of other sponsors and organizations, made the 2016-Fourth Toronto-Qinhuai Lantern Festival a huge success. The celebration became an Intangible Cultural Heritage themed event. Besides being covered by more than 100 media institutions, such as official newspapers, TV channels and websites, the event has been promoted through over a thousand social media postings. The promotion and exposure of RBC Royal Bank, the Executive Title Sponsor, and other sponsors continued for 12 months on both Qinhuai Lantern Festival official webpage and our partner media.

In addition to events in the previous festivals, the 2016 RBC Toronto-Qinhuai Lantern Festival included the following highlights of the First times:

- ✓ Hundreds of innately artistic lanterns, in various sizes, from the origin of the Qinhuai Lantern Art, Nanjing, Jiangsu Province, which is part of the Intangible Cultural Heritage of China, a popular traditional handmade folk art for over 2,000 years;
- ✓ Three Intangible Cultural Heritage masters who came from Nanjing to Toronto to make Qinhuai lanterns onsite;
- ✓ Indoor and outdoor lantern light-up celebration commenced at the same time, with the display of lit lanterns lasting longer;
- ✓ Attendees were not only from Chinese communities, but also from other heritage communities;
- ✓ The coverage of the event from Scarborough Centre of Toronto, to other cities in the GTA;
- ✓ About 2,000 Torontonians from east, west, north and south of the GTA, attended the light-up celebration and enjoyed a variety of activities on February 21st, 2016, and Close to 3,000 residents in total attended this three-day event.

New Components in 2017

The 5th Toronto-Qinhuai Lantern Festival will hold two sub-events in one year, including Lunar New Year Event and Canada 150 Celebration Event. The celebration has two special meanings: First, the 2017 Lunar New Year (the Year of Rooster) is the first official Spring Festival since the Canadian government proclaimed it on June 1st, 2016. Second, 2017 is the 150th Anniversary of the Confederation of Canada, and there will be a variety of celebrations in diverse communities across the country. As one of the organizations received the invitation from Ontario Provincial government to encourage celebrations in local communities, OJFA will improve the influence and add more attractions of the Toronto-Qinhuai Lantern Festival to strengthen the ties between Jiangsu and Ontario.

The fifth Toronto-Qinhuai Lantern Festival will have nine major components as follows:

1. Consistently receive recognition and support from both Canadian and Chinese governments, Ontario Provincial government and City of Toronto government.



2. The events to celebrate the 150th Anniversary of Confederation of Canada as one of the local and community events, encouraging people to get involved and celebrate all that makes us who we are as a country.
3. Two Sub-events in One Year
 - ✓ Lunar New Year Event: Traditionally during the Lunar New Year, on February 11th - 13th, 2017
 - ✓ Canada 150 Celebration Event: Before July 1st, 2017, to celebrate the 150th Anniversary of the Confederation of Canada.
4. More large Qinhuai Lanterns from Jiangsu: Including Lanterns shaped like a Rooster, Phoenix, Dragon, Lion, Elephant, Crane, etc., in addition to the hundreds of existing innately artistic lanterns.
5. Chinese traditional experience: Including Light-up Ceremony, Riddles, Qinhuai style cuisine, Family Fun Games, Handcrafts, Nanjing traditions, etc.
6. The Intangible Cultural Heritage masters and handcraft artist, who come from China, will be onsite to demonstrate how to make lanterns.
7. Thousands of colorful lights surround event banner and logo facing Birchmount Road.
8. More extensive coverage and wider exposure from the centre of the GTA to more cities in Ontario.
9. About 5,000 local residents with diverse backgrounds will attend these two celebration events.

About Ontario-Jiangsu Friendship Association



Ontario-Jiangsu Friendship Association was established in 1999. It is a non-profit organization officially registered in Ontario, Canada. Its goal is to strengthen ties between Ontario and Jiangsu Province by promoting co-operation in economy, science, culture, education, health and law, as well as promoting a personnel and intelligence exchange and sharing resources for mutual benefit, development and prosperity.

About Jiangsu Overseas Exchange Association

Founded in 1992, Jiangsu Overseas Exchange Association is a member of China Overseas Exchange Association. The purpose is to improve the economic construction of Jiangsu by enhancing friendship internationally to promote exchanges and strengthen co-operation. Jiangsu Overseas Exchange Association has made great contributions to build the bridge between Jiangsu and overseas in the fields of economy, science and technology, culture, education, sports, media, tourism, etc.



Invitation

We sincerely invite your organization to join us in this prestigious community activity, to promote cultural exchange and showcase the Qinhuai Intangible Cultural Heritage for Canadians of Chinese heritage and further contribute to Toronto's vibrant multicultural environment.

For more information, please contact:

Heady Zeng
 Event Communication Committee
 Ontario-Jiangsu Friendship Association
 Tel: 416-669-0003
 Email: mediacontact@ojfa.ca

