



“FESTIVALS & EVENTS LIGHT UP ABBOTSFORD”

Abbotsford, BC (June 24th, 2010) – This summer, Abbotsford is home to four very popular festivals & events: Abbotsford Berrybeat Festival, Abbotsford Agrifair, Abbotsford International Air Show & our newest summer event, the Abbotsford Rugby Sevens International Festival.

Celebrate summer hometown fun at the 29th annual family fun street festival The **Abbotsford Berrybeat Festival**, July 3rd – 4th, in historic downtown Abbotsford. This lazy summer day's pursuit is about pure indulgence in fresh berries, strawberry hotcakes, fresh produce and decadent international cuisine. It's about coming downtown in your summer dresses shorts and sandals and enjoying everything berries as your kids play at the fun attractions, or try their hand at decorating cupcakes. Adults can enjoy shopping, getting to know your friendly downtown merchants and relax in any of the beverage gardens available... and music and entertainment.... wow! From morning til night enjoy the best that Abbotsford and the lower mainland has to offer for both kids and adults at Abbotsford Berrybeat Festival!

On July 24th & 25th, Abbotsford will be home to the biggest international rugby tournament in Canada, the **Abbotsford Rugby Sevens International Festival**. This 2-day event will feature elite international teams from New Zealand, South Africa, UK, Kenya, USA & Canada in addition to domestic men's and women's divisions. With action packed sport, live entertainment, international food fair & family fun zone, Abbotsford Sevens is sure to be a highlight of the summer!

Celebrate **Abbotsford Agrifair's** 100th Fair from July 29th - August 2nd. This classic family fair boasts 5 fun filled days of livestock shows and 4-H, midway rides and Pioneer Corner. Attractions include singing sensation Brian Doerksen, The Flying Fools high dive act (new), pro wrestling, Chef Dez Cooking Show and Lord Strathcona Mounted Troop.

Abbotsford International Airshow takes place August 13th -15th at the Abbotsford International Airport. In the air, you will see a great line-up of aerobatic performances including the Canadian Forces Snowbirds and the US Air Force Thunderbirds! One of the highlights of this year's show is the Avro Lancaster joining us from the Canadian Warplane Heritage Museum. This aircraft is one of two remaining examples worldwide that is still flying. On the ground, you can wander through the display aircraft and speak with the pilots themselves; jets, carrier planes, helicopters and more will all be open to the public. From a single ticket at the main gate to an all inclusive day in a chalet, you will have an unforgettable time!

“Abbotsford has had a long history of hosting popular and successful festivals & events. We are proud to be on the international map for tourists” says Allison Longshore, Tourism Abbotsford's Sales & Marketing Manager. “We encourage everyone to see how Abbotsford celebrates the summer.”

For more detailed information on dates, times and locations including a chance to win VIP tickets to each event, visit www.summerplay.ca

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