



2018 Facts and Figures for Media

Opening Weekend: Friday-Sunday July 13 -15

Parksville Beach Festival promises fun in the sun at Parksville Community Park located alongside Parksville's beautiful beach. Starting with the world-renowned, signature event, the **Quality Foods Sand Sculpting Competition, opening weekend is July 13, 14 and 15** with the **sculpture exhibition open until August 19**. This ever-popular event features a 30-hour competition between twenty-nine international master sculptors. They begin on Thursday, July 12 by pounding sand to create the sculpting base that is so essential to a successful sculpture.

Public entry to "sculpting zone" begins on Friday, July 13; 2pm

Witness the architecture and creativity emerge from the sand while sculpting is underway starting at **2pm, Friday, July 13** with ribbon cutting just outside the sculpting zone gates. Receive a warm welcome to the sculpting zone from the title sponsor, Quality Foods, special VIPs and gate ambassadors. Sculpting is complete by 2:45pm on Sunday, July 15 at which time the judges are hard at work. Be the first to know who captures the coveted prizes by cheering-on competitors at the awards ceremony at 5:30pm at the sculpting zone.

The exhibition will remain open 9am-9pm daily until August 19. Admission is by **suggested donation of \$3 per person**. Unique souvenirs will be available for purchase. The **sculpting theme for 2018 is "Wild Things - From here to the Galapagos!"**, so each sculptor has been asked to consider this as they design and sculpt. Unique this year, thanks to Quality Foods, are multiple chances to win a trip for two to the Galapagos Islands.

Qualifying Event for "The World Championships"

The Quality Foods Sand Sculpting Competition and Exhibition is an **"Official Qualifier"** for the **World Championship of Sand Sculpting**. According to the Executive Director of the World's event, this designation was awarded based on the Parksville Beach Festival Society's professionalism and dedication to the enhancement of quality sand sculpting art. The Executive Director for the World Championship event, Charlie Beaulieu, will be attending Parksville's sand sculpting competition to provide expert advice for the judges and serving as the official carver of the sponsorship berm featuring the logos of the event's major sponsors.

Coastal Community Credit Union's Sculpt like the Pros: Saturday, July 14 & Sunday, July 15; 10am-5pm

Back by popular demand, the larger sandpit adjacent to the sculpting zone will be a fun, interactive learning zone for all. With help of professional sculptors, the community is invited to learn how to sculpt like the pros!

Tim Hortons Summer Concert Series & Buskers by the Sea

Every Friday and Saturday evening, 6:30-8:30pm, July 20 - August 18 bring your blanket or lawn chair and enjoy a variety of free musical entertainment under the main picnic shelter in the community park. To view the entertainment line-up see here: www.parksvillebeachfest.ca. Note: For Saturday, August 11, entertainment will shift to the kite field. As well, talented buskers will delight young and old on many afternoons in the beach gazebo by the sand sculpting zone.

Art in the Park: Saturday & Sunday, July 28 & 29, 10am - 4pm

Artisans from Vancouver Island and Gulf Islands will showcase their creative talents and products alongside beautiful Parksville beach in the shaded grassy areas of Parksville Community Park - next to the tennis courts. Interested artisans can register via the website: www.parksvillebeachfest.ca

Quality Foods Lunch with the Castles

Seniors groups (minimum of 10 people per group) can visit the sculpting site for weekday guided tours of the sand sculptures and a lunch alongside these beautiful, "wild" creations. Contact info@parksvillebeachfest.ca for more information see our website: www.parksvillebeachfest.ca

Coast Capital Savings Weekend Evening Light-up

Friday, August 10 (park gates open until 10pm) **and Saturday, August 11** (park gates open until 11pm): A not-to-be missed spectacle: The sculptures will take on a whole new glow at night as special lighting will provide incredible viewing and photo opportunities for all. The **Quality Foods Festival of Lights Fireworks, at Parksville Beach** takes place Saturday evening at dusk.

Giving Back to our Community & Social, Environmental and Economic Sustainability

Organized by the Parksville Beach Festival Society, Parksville Beach Festival aims to create fun, family-friendly outdoor events and also to help the community grow. According to their policies, the Society assigns 25% of their gate proceeds to community projects and philanthropic groups. Contributing to the maintenance and development of Parksville's Community Park is also a high priority. Since 1999, the Society has donated approximately \$557,150 to non-profit organizations and community projects, which include construction of the park gazebo and community signs. The Society reserves funds annually to help sustain its future events which can be threatened by such things as inclement weather. The Society is greatly appreciative of the significant support received annually from local businesses through cash and in-kind sponsorships. The Society supports local businesses through the purchase of their goods and services and by promoting these businesses to visitors at their events.

Community Volunteer Gate Ambassadors: Visitors to our site will be greeted by several community volunteers representing many philanthropic groups/non-profit organizations in our area. Be sure to say hello and thank these local organizations for their important work within our communities.

Total Visitors: In 2017, our gate ambassadors welcomed 130,149 visitors to the Quality Foods Sand Sculpting Competition and Exhibition, and in 2018, we aim to surpass this total.



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