



PRESS RELEASE
For immediate release

FESTIVAL DU VOYAGEUR LAUNCHES ITS BEARD GROWING CONTEST AND 2013 CAMPAIGN

SAINT-BONIFACE, November 22nd, 2012 – Festival du Voyageur is pleased to announce the official launch of the 2013 Beard Growing Contest which will take place December 13, 2012 at Garage Café (166 Provencher Blvd), from 5 pm to 8 pm. Festival du Voyageur is proud to partner with the Heart & Stroke Foundation and Berns and Black to offer the opportunity to engage in this unique competition while supporting a good cause!

A BEARD FOR A GOOD CAUSE

By registering for the festival beard category, the participants agree to be clean shaven on December 13th and to let their beard grow until the Beard Growing Contest on February 22nd, 2013. Contestants will also be asked to collect donations for the Heart & Stroke Foundation during their ten weeks growing efforts. The registration fee is \$35, but participants who will have raised more than \$100 in donations will be exempt of the registration fee. Each participant will receive a souvenir package, including the official event t-shirt and a 10-day pass for the Festival du Voyageur. Register as of today for the chance to get shaved by a professional Berns & Black barber during the launch on December 13th. To register or for more information, visit www.heho.ca.

Media personalities are also encouraged to participate in this category. To register, contact Irina Ivanov Bissonnette, Director of Marketing and Communications at (204) 237-7692 or at iivanov@heho.ca

On top of the festival beard category, the Beard Growing Contest also offers two other categories open to the public, the voyageur beard (wild and woolly) and the novelty category (groomed mustache or beard). For more information or to register online, visit our website at www.heho.ca.

NEW CAMPAIGN: FIND YOUR PLACE IN HISTORY

Festival du Voyageur is proud to announce its new campaign as well as its new slogan “Find your place in history”. This new campaign was realized in collaboration with Relish New Brand Experience and puts the emphasis on history and the past in a modern context. Festival du Voyageur presents a new website where members of the public can familiarize themselves with the new campaign and its characters who are all members of the “Voyageur Hall of Fame”. Festival du Voyageur also encourages you to immortalize your own histories with the Festival by submitting your nominations for the Voyageur Hall of Fame on our website, www.heho.ca,

Founded in Saint-Boniface in 1969, Festival du Voyageur has become the largest winter festival in Western Canada. This 10-day festival celebrates the culture and heritage of the francophone community of Western Canada and the founding peoples of the Red River. The 44th edition of Festival du Voyageur will take place from February 15th to 24th, 2013.

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Source:

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Festival du Voyageur



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DU CŒUR
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