



# News Release

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## Planning underway at City to run key civic events

(Penticton, BC – March 12, 2019) – Starting this summer, a series of annual events previously run by the Downtown Penticton Association (DPA) will now be operated by the City of Penticton. Canada Day, BC Day and the Santa Parade are all scheduled to go ahead through 2019.

“The City has some big shoes to fill in taking over these important events,” said the City’s Director of Recreation and Facilities, Bregje Kozak. “We have an experienced event team that is excited to take this on and ensure that these key civic events continue in our community. Stay tuned for more information as our event team gets up to speed on the detailed planning and implementation requirements. We will keep the community informed of our progress and event details going forward.”

The decision to take on the events followed discussions between the DPA and City staff.

“The value of these events for our city guided the outcome, and our community won’t be disappointed given the talented City staff who’ll be leading the transition,” said DPA Executive Director, Lynn Allin. “The DPA continues to work closely with the City on multiple shared initiatives aimed at creating a vibrant and energized downtown core.”

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