



News Release

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City of Penticton announces action-packed year of festivals and events

(Penticton, BC – March 13, 2024) – The City of Penticton is gearing up for another busy year of festivals and events, providing numerous opportunities for residents to get involved or enjoy the entertainment.

“We started off 2024 on a high, presenting Penticton’s first Frost Fest Winter Carnival, and now with the CSSHL Championships and next week’s return of Ignite the Arts Festival, followed by many other high-profile events, we’re ready for a big year ahead,” says Mayor Julius Bloomfield. “Behind each of these events is a team of volunteers and organizers who work hard to bring them to life, and we’d like to thank everyone for their passion and dedication to adding vibrancy to our community.”

This year, the City has partnered with the South Okanagan Similkameen Volunteer Centre Society to hold an appreciation event for community volunteers on April 20 at Gyro Park. More details will be released in the coming weeks.

The City has confirmed the following major events, with a full list and further details available to view at pentiction.ca/events. More details about each will be released closer to the dates, including information about road closures, transit, volunteer opportunities and more.

2024 Featured Upcoming Events

Ignite the Arts Festival (March 22-31): This creativity extravaganza offers two full weeks of activities and events, including many free sessions during Community Week. Festival Weekend (March 29-31) features more than 50 musical acts, theatre, dance, workshops and activities for the whole family. ignitethearts.ca

Penticton Farmers’ Market (April 20-Oct. 26): This much-loved event attracts crowds in the thousands each Saturday, keen to snap up the freshest vegetables, fruits, specialty foods and homemade delights. pentictionfarmersmarket.org

Duel in the Desert (May 11-12): Organized by Penticton Paddle Sports, this boat race based at Skaha Lake is attracting teams from throughout B.C. and Alberta. pentictionpaddlesports.com

Downtown Community Market (May 18-Sept. 7): **Adjacent to the Penticton Farmers' Market, these** two events make for a bustling, fun environment. This market showcases handcrafted goods, arts, artisan foods, live music and entertainment. downtownpenticton.org/community-market

Ha Ha Ha Kidz Festival (June 6-8): Get ready to laugh, play, create and be amazed. This festival fills Gyro Park with live performances, music and activities that are sure to induce childish smiles – parents included. hahahakidzfest.com

Peach City Beach Cruise (June 21-23): Hundreds of show cars including hot rods, antiques and classics stage themselves along the Okanagan lakefront for this display, also including food, live entertainment and other festivities. peachcitybeachcruise.ca

Elvis Festival (June 27-30): Celebrate the king **of rock 'n' roll at this** tribute artist competition deemed to be the largest Elvis festival in Canada. This is a ticketed event, with affordable entry to watch Elvis take to the outdoor stage at Okanagan Lake Park. pentictonelvisfestival.ca

Canada Day (July 1): **Oh Canada! It's your birthday. Let's celebrate at Gyro Park, with a full day of** activities and entertainment, with free transit available. downtownpenticton.org

Penticton Scottish Festival (July 5-6): Crowd favourites include Highland dancing, bagpiping, drumming and caber toss. Enjoy pipe band competitions, a beer garden and other live entertainment at Kings Park. pentictonscottishfestival.ca

Peach Classic Triathlon (July 7): Ranked among the oldest triathlons in Canada, this event attracts everyone from beginners to professional triathletes and Olympians. peachclassic.ca

Okanagan Granfondo (July 13-14): Thousands of riders will take part in this mass cycling event, which ranks among the best in **North America. Kids also get their kicks in the Kids' Piccolofondo.** okanagangranfondo.com

Peach Festival (Aug. 7-11): This must-do event of summer is one of the largest free family festivals in Canada, dating back to 1947. Highlights include the Peach Bin races, Shooting Star Amusements, sport and dance competitions and shows, live concerts, parades and more. peachfest.com

IRONMAN Canada (Aug. 24-25): Soak in the energy of this triathlon event by joining the thousands of people lining the streets to cheer on the athletes. The fun starts with the IRONKids event on Saturday, plus plenty of other opportunities for residents to get involved. ironman.com/im-canada

Dragon Boat Festival (Sept. 7-8): Cheer on the 80+ teams as Millennium boats take to the water off Skaha Lake Park. The **festival will have a vendor's market, food trucks** and a beverage garden, attracting participants in the thousands. pentictonpaddlesports.com

Magic on Main Street (Dec. 1): Ho, ho, ho! Ring in the festive season with this magical event featuring a Santa Claus Parade down Main Street, capping off with the official Light Up at Gyro Park. penticton.ca/holidaymagic

Concerts and indoor events

For a list of upcoming concerts and theatre events, visit the webpages for the South Okanagan Events Centre, Penticton Trade & Convention Centre and Cleland Theatre. Some highlights include performances by Foreigner, Clint Black, Lamb of God and Mastadon, and Cowboy Junkies. Upcoming events at the PTCC include the Start Here Penticton Job Fair and the True Penticton Tourism Expo.

For more details about these events, visit penticton.ca/events. To receive news updates from the City, sign up at penticton.ca/updates.

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