



# WOLFVILLE PAINTING THE TOWN RED AND BLUE THIS WEEKEND

For Immediate Release

September 5, 2013

**Wolfville, NS** – For the second year, Wolfville will wave its Acadia University pride by Painting the Town **Red** and **Blue**, Sunday, September 8, 2013 with a Streetfest and Spirit Rally and Fireworks Show.

Paint the Town **Red** and **Blue** will transform Town Centre parking lot, in Wolfville's downtown core, from 2:00pm to 5:00pm into a Streetfest; a celebration welcoming new and returning Acadia University students plus give local residents the opportunity to meet their new neighbours. Streetfest will include musical performances on stage, fun activities for children and families, local business displays with product sampling, a Dunk Tank supporting Shinerama, Wolfville Volunteer Fire Department truck demonstration and much more.

"Paint the Town **Red** and **Blue** is chance for our Acadia and Wolfville communities to connect in a fun and festive atmosphere. Acadia University students are vital part of our town's economic prosperity and it is our pleasure to welcome students back for another academic year," said Suzanne Balcom, President, Wolfville Business Development Corporation.

For the second part of the celebration, Raymond Field will open its doors at 8:00pm inviting in Acadia students and the entire Wolfville and surrounding communities for an Acadia Spirit Rally and Fireworks Show. Welcoming greetings will be delivered by community representatives followed by cheers from Acadia residences and a traditional rendition of "Stand Up and Cheer". As the energy on Raymond Field builds, the Acadia Welcome Week will end with sound and colour in the sky. Fireworks FX of Grand Pre has produced a professional low-level fireworks show symbolic of Acadia and Wolfville. It will be a show not to be missed and people are encouraged to wear their Acadia **red** and **blue**!

"Painting the Town **Red** and **Blue** will cap off a great Welcome Week at Acadia. Acadia students are invested in the culture of Wolfville, its people, and its businesses. By working together and fostering partnerships like this, we will enhance the student experience and make our community an even better place to live, work, and study," said Bryce Tully, Welcome Week Coordinator, Acadia University.

For the Spirit Rally and Fireworks Show, spectators are encouraged to walk to Raymond Field or park in the Acadia Athletic Complex parking lot. There will be no parking available at the lot west of the Wolfville Farmers' Market and the roadway heading west from Elm Avenue will be closed.

Both events are open to the public and admission is free. In the event of inclement weather, a decision on the cancelling Streetfest will be made by 12:noon Sunday, September 8, 2013.

Painting the Town **Red** and **Blue** is a cooperative effort by the Wolfville Business Development Corporation, Acadia University, Acadia Students' Union and the Town of Wolfville.

Join the Paint the Town Red and Blue event on Facebook by visiting:

<https://www.facebook.com/events/1393033334258579/>

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