



MEDIA RELEASE

Heritage Day Goes Main Street!

FOR IMMEDIATE RELEASE

Ottawa, February 10, 2015, **The Council of Heritage Organizations in Ottawa (CHOOICOPO) and the City of Ottawa** are proud to co-host Heritage Day **Tuesday, February 17th from 11:00 am - 2:00 pm in Jean Pigott Place, at Ottawa City Hall**, and to embrace the Heritage Canada National Trust theme, **Main Street: at the heart of the community**.

The Main Street theme is also close to the heart of **CHOO|COPO's Executive Director Catherine Lindquist**, who has worked on many initiatives to revitalize and promote Ottawa's main street districts. "Main Streets are primary, vibrant threads that weave together Ottawa's rich heritage tapestry," says Lindquist. "They're our traditional destination for shopping, services, work and 'stepping out' for social times and surprise encounters. And, the places where many memories are made and captured on film: from festivals and victory parades to protest marches and devastating fires, and changing modes of transport to corresponding fashion trends."

The FREE Heritage Day event will showcase a wide variety of heritage groups and interests, including: museums, archives and historical societies, Franco-Ontarian and Aboriginal heritage, genealogical research, built heritage, archaeology, museum educators and natural heritage groups.

"Heritage Day at City Hall is a virtual Main Street of our membership," says Lindquist. "It's an annual showcase of the impressive heritage offerings of our members across Ottawa and a celebration of heritage across Canada. A place for our members to meet and greet Ottawa residents and our elected representatives and invite them to discover more about our history - past, and in the making."

And, apropos of the theme, during this year's proclamation, **Mayor Jim Watson** will recognize the **Beechwood Village Alliance (BVA)** - a volunteer collective of citizens from six communities that connect to and are working hard to revitalize Beechwood Avenue.

Other Photo Opps:

Master Town Crier Daniel Richer will be resplendent serving as Master of Ceremonies and Main Streets; and costumed characters like D'Arcy McGee's widow (courtesy of Bytown Museum) will have street stories to share!

Entertainment and food and beverage will also reflect the Main Street theme, with busker style performers and interactive 'storefronts'. Visitors will be able to take a trip down memory lane/main street at a heritage photo studio booth and olde time main street movie theatre. The Scone Witch, which has cast a culinary spell at its popular main street eateries -including Beechwood Avenue and now, Elgin Street across from City Hall- will be serving up tasty 'Streets'.

And Extra! Extra! the annual Heritage Day Quiz will run in the Monday, February 16th editions of the Ottawa Citizen and le Droit as a Family Day and Heritage Day activity. Read and warm up on your Ottawa history facts and then come try your hand at our Main Street quiz at City Hall! Hint: you'll want to 'Bookmark' this for a chance to win a takeaway and door prizes.

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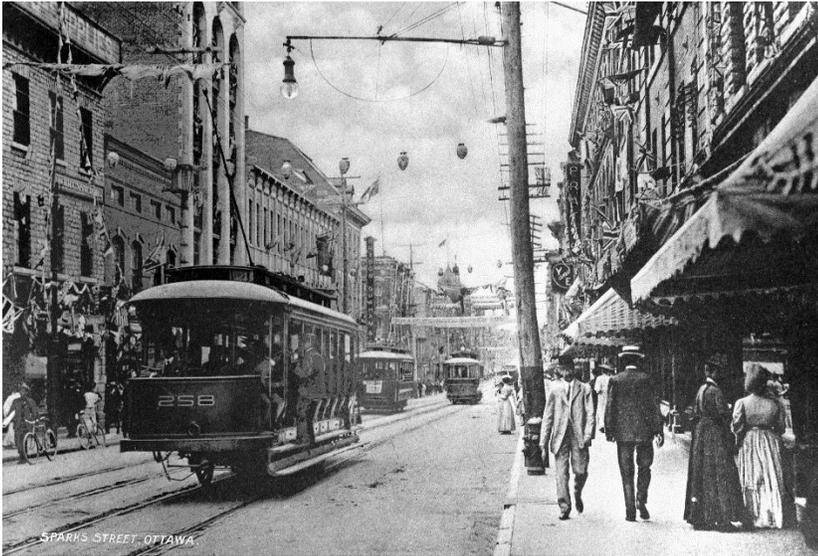
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CHOO-COPO Background:

Founded in 1992, The Council of Heritage Organizations in Ottawa (CHOO|COPO) is a non-profit charitable organization focusing on the preservation and promotion of Ottawa-based heritage resources, organizations, and activities. CHOO|COPO presents Heritage Day, the Emerging Cultural Professionals Conference, Gathering of Council and Bytown Days/Colonel By Day and gratefully acknowledges the financial support of the City of Ottawa.

Image:



Mandatory Credit:

Sparks Street, ca. 1900

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