



FOR IMMEDIATE RELEASE

CANADA DAY LONDON, 2024: THE ULTIMATE CELEBRATION OF CANADIAN CULTURE RETURNS  
TO TRAFALGAR SQUARE SUNDAY, JUNE 30TH

*—A family festival of Canadian culture, food, and music in the heart of London, featuring Tokyo  
Police Club and Alan Doyle, and the thrill of the NHL Global Fan Tour—*

LONDON, UK, APRIL 22, 2024—Celebrate Canada Worldwide announces the return of Canada Day London 2024, presented by Air Canada, at Trafalgar Square on Sunday, June 30th, 2024. For one day only between 12-8pm, festival goers can immerse themselves in all things Canadian, with an exhilarating lineup of live music, cuisine, family-friendly activities, prizes including flights to Canada, Instagram worthy activations, and so much more.

"Air Canada is thrilled to return as the presenting sponsor and official travel partner of Canada Day London for a second year. Air Canada offers more flights from the UK to Canada than any other airline, and as the premier celebration of Canadian culture, this festival offers locals and visitors from around the world a captivating glimpse of Canada in the heart of London" says Steve Gerrard, GM Sales for Air Canada in the UK & Ireland.

Canada's National Arts Centre, and Air Canada present a stellar lineup of Canadian acts at the National Arts Centre Music Stage featuring Tokyo Police Club, who will deliver their signature indie rock sound while making the only European stop of their farewell tour, while Alan Doyle, known for his energetic performances and rich musical heritage, promises to ignite the stage with his infectious charisma.

"On behalf of the National Arts Centre, I am thrilled to be presenting a program that highlights some of the best new Canadian musicians and includes two of Canada's most popular bands. Canada Day London is a terrific opportunity for British audiences, tourists, and expats alike to experience inspiring music fully representative of our country" says Heather Gibson, the Executive Producer of Popular Music and Variety, from the National Arts Centre,

The National Hockey League brings the NHL Global Fan Tour to the U.K. for the first time, welcoming hockey fans of all ages to test their hockey skills and learn about the game. Fans at Canada Day London will enjoy interactive hockey-themed activities and become immersed in Canada's national winter sport at Trafalgar Square.

The Canadian Food Festival will tantalize taste buds, offering attendees a coast-to-coast culinary journey. From Atlantic Canada's lobster rolls to Quebec's mouth-watering poutine and British Columbia's irresistible Nanaimo bars, there's a delectable treat for everyone to savor.

John Baldwin, Executive Director of Canada Day London, says, “In 2023, over 30,000 people joined us to celebrate Canada’s national holiday in London. This year our enhanced program, stellar musical lineup, and new immersive experiences will ensure that even more Londoners and visitors get to experience the vibrancy and diversity of Canadian culture.”

Ahead of the Canada Day London celebrations is a significant business event scheduled for June 26th in concert with the High Commission of Canada (in the UK), the Canada-UK Business Summit, presented by Rainmaker Consulting. This summit serves as a platform for fostering robust business relationships between Canada and the UK, showcasing the depth of economic collaboration and opportunities between the two nations, the equivalent of over £26 billion in 2023. For those seeking to engage in high-level discussions, gain insights into key industries, and explore lucrative opportunities, participation in this summit is recommended. Detailed programming information and registration details are [here](#).

We would like to extend heartfelt gratitude to Air Canada, our presenting sponsor and official airline, as well as to our esteemed partners: the High Commission of Canada, the National Arts Centre, McCain Foods, Sussman Corporate Security, NHL, and Rainmaker Consulting, for their invaluable support and commitment to honouring Canadian Heritage and unity. Sponsorship is paramount to events like Canada Day London, allowing us to not only offer this event at no cost but to support cultural enrichment and community engagement. For sponsorship opportunities, contact us at [info@canadaday.london](mailto:info@canadaday.london). Let's continue to forge unforgettable memories at Canada Day London!

Stay updated with Canada Day London's social channels and newsletter for exciting updates and contests, including opportunities to win prizes such as free flights, merchandise, and access to the Sussman VIP Tent Experience! Follow Canada Day London on [Facebook](#), [Instagram](#) or [LinkedIn](#).

For more information about Canada Day London, including a full schedule of events and performances, visit our website at <https://canadaday.london/>.

## About Canada Day London

Canada Day London Ltd. organizes London's annual Canada Day celebration in Trafalgar Square, held each year on a date close to Canada Day (July 1st). The event aims to showcase the best of Canada to Londoners and tourists while bringing together Canadian expat communities residing in the UK. This event, the largest celebration of Canadian culture worldwide, attracted over 30,000 visitors in its relaunch year in 2023. As part of the event, Canada Day London also hosts the Canada-UK Business Summit and a series of business networking events to promote closer ties between the Canadian and UK business and government communities. This event is overseen by Celebrate Canada Worldwide, a Canadian-based non-profit organization. For more information and the latest programming details, visit <https://canadaday.london/>.

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