Summerfest a top-100 event for sixth year in a row

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Pelham, ON – For the sixth time in as many years, Pelham's marquee summer showcase, Summerfest, is a Festival & Events Ontario (FEO) top-100 festival and event.

Announced on February 27, 2020, during the annual FEO conference, Summerfest is one of just five festivals and events in Niagara to receive the distinction.

"This award means so much to our community because this event has community embedded in every aspect of it, from the volunteers to the vendors to the people who show up and enjoy it," said Vickie vanRavenswaay, director of recreation, culture, and wellness for the Town of Pelham. "Year over year we strive to improve this event because so many people look forward to it. To be recognized six times is just incredible and I'd like to congratulate everyone who has a hand in making this event possible."

In 2019 Summerfest welcomed over 30,000 visitors, 65 vendors, and 30 bands over the four-day event. Volunteers gave up over 1,200 hours of their time and nearly 700 people used the Summerfest shuttle.

What began as a single-day event in 2011, the Pelham community has embraced and enhanced Summerfest year over year, and 2020 marks the 10th anniversary of the event.

"This Town has nurtured this event from a one-day, small recognition to a four-day award-winning event that draws crowds from all over the region and beyond," said Mayor Marvin Junkin. "Summerfest is a shining example of what communities can do when they come together."

Held every third weekend in July, Summerfest 2020 will kick off on Thursday, July 16, with the Thursday Night Experience, followed by Friday's ever-popular country night, Saturday's street festival, and Sunday's car show. Events on all four days are free.

For more information about Summerfest, visit: www.pelham.ca/summerfest

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