



Presents:



**SCARBOROUGH
COMMUNITY
MULTICULTURAL
FESTIVAL**

Immediate Release

MEDIA ALERT# 1

SCMF ANNOUNCES NEW NAME AND CHANGE OF VENUE

August 1, 2018, Toronto, ON

**THE SCARBOROUGH COMMUNITY MULTICULTURAL FESTIVAL has a
NEW Name and NEW Venue!**

**Due the overwhelming response to this event the Organizing Committee
has moved it to new venue!**

**Toronto: The TD Presents: 4th Annual Scarborough (Toronto) Community
Multicultural Festival themed “Celebrating Scarborough Rich Culture”
hosted by G98.7's Miss Tatiana King – (MissGO2Girl.com) and Special
Guest Host Marlon Palmer & Bollywood Star Raman Shar. It will also include
guest appearances from a representative of the Toronto Raptors, Jamaal Magloire and the
TORONTO REVELLERS. Live Performances from 2016 Calypso Reigning King – Connector;**

The Festival will be rebranding itself under the sponsorship of TD Bank. The new festival name, as of July 12 is: TD Presents: Scarborough (Toronto) Community Multicultural Festival.

TD Bank Group will be branding the main stage as TD Stage and the new Local Talent stage where new up and coming artists will perform. These performers will appear in “Open Talent Mic” program during the 3-day festival.

Steven McKinnon, CEO of Festival Organization stated that this will be a great year for SCMF and Kinron with the collaborative sponsorships and partnerships that this festival has secured the past 4 years. "The new naming sponsor is a cornerstone to our small festival organization. It just goes to show you don't have to Mega Event to get banks and other companies on board as sponsors as we have continuously done over the past 4 years."

The Scarborough Community Multicultural Festival will include cultural performances, entertainment by residents, marketplace and a job fair. DJ's Blackcat & DJ Pleasure and added star power of special guest DJ will be providing the sounds and the music live on stage. The VIP's and Special Guests will be arriving walk on the Red Carpet. There will be a Media Interview Lounge to be able interview all the performers, and special dignitaries.

Returning this year, we will be starting this year festival with Canadian Citizenship and Reaffirmation ceremony which will have 100+ candidates which will be the biggest ceremony held for a festival this will be on Friday, August 24 at 2pm.

The festival will be 3 days of exciting and fun. It will be explosion of food, culture and diversity. The fete will feature music of countries from around the world. The festival runs August 24-26, 10am - 11pm AT MasarykTown Park, 450 Scarborough Golf Club Road, Toronto, ON

The Scarborough (Toronto) Community Multicultural Festival is sponsored by:
TD Bank, WestJet Canada, Grace Foods, Arts in the Park, Government of Canada, City of Toronto, MasarykTown Memorial Institute, Prague Restaurant, Maple Leaf Sports & Entertainment, Mondelz International (Dad's Cookies) Radisson Hotel, Porter Airlines, Canadian Opera Company, Rogers Media , CHIFI 98.1, Festival & Events Ontario, Kernels Canada, Pizza Pizza Canada, Epoch Times Media, WiiLime.com, Don Valley Resorts, Canada's Wonderland, VIA Rail Canada, Maple Lodge Farms, Coke Cola, The Iceman, Mandarin, Canadian National Exhibition, The Cheesecake Factory, The Keg, MarineLand Canada, The Media Group, OnTheGO Media, Air Canada, The Flight Centre, Discount Car & Truck Rentals , Petro Canada, Castle Loma, MyEXP, Black Creek Pioneer Village,

The Festival takes place August 24-26, 2018, 3 days worth of glamor, and some special Guest Stars, Movie Stars and so much more.

The festival offices are located at 85 Chestermere Blvd, Toronto, ON M1J 2Y2

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Social Media <https://www.facebook.com/scarboroughfestival/>

Twitter @ScarbFestTO #ScarbFestTO

About Kinron Associates

Kinron Associates Event Services Management is a division of Kinron Community Event Planning Services Inc.; a non-profit incorporated company. Kinron Associates Event Services Management is an event Management Company that operates and maintains various aspects in festivals, in marketplace logistics, volunteer, event management, and media. For more information visit <http://www.kinronassociates.ca/en/>

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