



**SCARBOROUGH COMMUNITY
MULTICULTURAL FESTIVAL**

IMMEDIATE RELEASE

July 10, 2018, Toronto, ON

SCMF Announces 2018 Presenting Sponsor & New Festival Name

Kinron Community Event Planning Services Inc is proud to announce that it has an Official Presenting Sponsor: The 2018 Scarborough Community Multicultural Festival sponsor is TD BANK

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 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 Confederation Park, 250 Dolly Varden Blvd, Toronto, ON

The Scarborough (Toronto) Community Multicultural Festival is sponsored by: TD Bank, WestJet Canada, Grace Foods, Arts in the Park, United Way Toronto, Government of Canada, City of Toronto, Maple Leaf Sports & Entertainment, Mondelez International (Dad's Cookies) Radisson Hotel, Porter Airlines, Canadian Opera Company, Rogers Media, CHFI 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

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

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