

News Release

For Immediate Release

Thursday, September 1st, 2016

EMBRACE Truro filled to the brim with cultural entertainment

TRURO – A weekend of entertainment and family-friendly activities is planned for September 9th and 10th as Truro celebrates its annual EMBRACE Truro Festival.

EMBRACE, which stands for ‘Everyone Makes a Better, Respectful, Accepting, Creative Environment’, now marking its sixth year, is a celebration of Truro’s diversity and culture, and is sponsored by the Town of Truro’s Equity and Diversity Advisory Committee.

The weekend will kick off at the Marigold Cultural Centre on Friday, September 9th with a performance by the local Drum Runners, followed by headliners the Sanctified Brothers, a soul gospel group from North Preston. Tickets are just \$10.

EMBRACE will return to the Truro Farmers’ Market on Saturday, September 10th for a morning of live performances, exhibits and demonstrations from 9:00 am to 1:00 pm. Admission is free and this year’s programme is filled to the brim, including the Truro Concert Band, Colchester Highland Dance Association, fiddler Julie Johnstone, Colchester Legion Pipe & Drums, Maritime Centre for African Dance, Bollywood kids, ACA-jam featuring les étoiles, Colchester Scots Society, Oriental Motion, Corazon Latino and a group of Mi’kmaq drummers and dancers. There will also be activities for the whole family, including face painting, henna tattoos, pride buttons and more.

“I am pleased to be a part of the planning team for this event again this year,” says Deputy Mayor Cheryl Fritz, chair of the Equity and Diversity Advisory Committee. “EMBRACE keeps getting bigger and better every year and everyone always has such a great time celebrating who and what Truro has to offer”.

Our extended community will be getting involved in EMBRACE again this year. The Colchester Historeum will be offering free admission from 10:00 am – 1:00 pm on September 10th, there will be a free workshop by Truro Bellydance at Douglas Street Recreation Centre from 2:30 – 4:00 pm as well as an open afternoon African dance workshop with the Maritime Centre for African Dance at Cobequid Dance Academy (specific details to be announced).

A detailed schedule for EMBRACE Truro can be found here: bit.ly/EMBRACETruro

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Contact information: Samantha Madore
Special Events & Culture Coordinator
Town of Truro Parks, Recreation & Culture
902.893.6094 | smadore@truro.ca