

**Press Release**

**Friday, January 27<sup>th</sup>, 2017**

**Winter Long John Festival Kicks Off with a Celebration of Outdoor Skating in Downtown Truro**

**Truro** – What better time to officially celebrate the opening of the Caldwell Roach/ Kings Mutual Insurance Ice Surface than during the first day of Truro’s Winter Long John Festival. On Feb. 4 from 2:00 - 4:00 pm, the Town of Truro invites everyone to join in the celebration with outdoor skating for the family and live entertainment from Gordon Tucker, Rob Putnam and Gordon’s son Ben.

As title sponsor of the new ice surface, Greg Roach of Caldwell Roach Insurance is pleased to be a part of something that everyone in town seems to be buzzing about.

“We believe it is important to support the communities we live and work in. That’s why we wanted to be a part of the new ice surface at Civic Square. In the short time it has been open, it has already had such a positive impact on our community,” says Roach. “It has become a place for people to meet friends and new people, learn to skate, exercise and enjoy the outdoors.”

The Downtown Truro Partnership has once again arranged to have free horse and wagon rides starting at Civic Square from 1:00 - 3:00 pm and two of the Truro Farmers Market food vendors, Taco Stiles and Great British Grub will be open during the event between 2:00 and 4:00 pm.

“It is so nice to see the community coming together the way it has,” says Samantha Madore, special events and culture coordinator for Truro Parks, Recreation and Culture. “It is great that we will be able to officially celebrate the new ice surface with our sponsors and friends, while continuing the tradition of our popular Winter Long John Festival. All week, we hope to see people out sporting their long johns, staying active and having fun. It’s the perfect way to try to beat the winter blues.”

This year’s Winter Long John Festival events include several opportunities to try some winter sports that you may not have tried before. There will be snowshoe treks through Victoria Park led by Hub Cycle’s Daisy Roberts, a Fat Bike Ride at Victoria Park led by Hub Cycle and Bike Monkey, two opportunities to try Sledge Hockey at the Colchester Legion Stadium, cross-country skiing on the Cobequid Trail and a Skijoring Clinic, which will show dog lovers how to combine cross country skiing and dog sledding. As always, there will be lots of family friendly activities, including coasting,

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swimming and a movie at the RECC and, of course, lots of skating. The week will wrap up on Feb. 12 with a Long John Pancake Breakfast to support both the Colchester Food Bank and Truro Homeless Outreach Society, presented in partnership with Stanfield's Limited. Tickets for this event are on sale now at Town Hall (\$10 for adults, \$5 for children, free for children under five; cash only).

For the full list of exciting activities and events taking place during Truro's Winter Long John Festival, please visit [www.truro.ca](http://www.truro.ca) or find the event page on Facebook (Truro Winter Long John Festival 2017; [bit.ly/LongJohnTruro](https://bit.ly/LongJohnTruro)). Share the fun by using the hashtag #longjohntruro

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