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**CANADA PORK BECOMES TITLE SPONSOR OF OTTAWA RIBFEST**

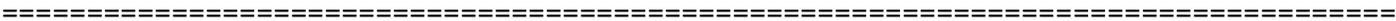
**NEWS RELEASE: MAY 13, 2024:**

Canada Pork and the Canadian Pork Council (CPC) announced plans to become title sponsors of the Ottawa Ribfest, a food festival celebrating over 30 years in downtown Ottawa on Sparks Street Mall.

The Sparks Street BIA and Sparks Street Mall Authority manages festivals as a main priority in making historic Sparks Street, Canada’s original pedestrian mall, a vibrant community, cultural and commercial destination. Ottawa Ribfest is one of its signature annual festivals. This popular outdoor event attracted over 124 thousand visitors in 2023. This year, the event takes place from May 30 – June 2, 2024.

Festivals have come under increasing financial pressures with ongoing funding cutbacks making community engagement, tourism and economic development even more challenging for the downtown core. According to Sparks Street BIA Executive Director, Kevin McHale, *“As a BIA, we are always looking for strategic partnerships that allow us to elevate our community, cultural and commercial developments for our district. We are grateful for the continued support of Canada Pork and the Canadian Pork Council for Ottawa Ribfest, and we recognize the importance of sector collaboration.”*

*“Canada Pork and the Canadian Pork Council are excited to partner with Ottawa Ribfest, a great event that features world-leading quality pork from some of Canada’s more than 7,000 pork producers. The Canadian pork industry is an agricultural and economic powerhouse – employing more than 100,000 people in communities across the country and generating more than \$7 billion in annual revenue, with 70% of that coming through exports to more than 75 countries,”* stated Stephen Heckbert, Executive Director, Canadian Pork Council.



**About Sparks Street BIA and Sparks Street Mall Authority**

The Sparks Street BIA drives collaboration between local business, commercial property owners, and visitors. With the support of the municipality, its mandate is to organize, finance and develop meaningful community and cultural programming and activations, while promoting economic development within the commercial district.

The Sparks Street Mall Authority mandate is to maintain historic Sparks Street as an attractive destination, and vibrant outdoor experience for pedestrians. Placemaking and programming celebrates both local and national cultures.

### **About Canada Pork**

Canada Pork is the domestic and global market intelligence and promotional organization for the Canadian pork industry. Established in 1991 by the Canadian Meat Council (pork processors & meat trading companies) and the Canadian Pork Council (7 000 commercial hog producers), Canada Pork serves the interests of its industry members; producers, processing plants, trading companies, provincial associations and other key industries and government organizations to promote Canadian pork at home and around the world.

### **About Canadian Pork Council**

The Canadian Pork Council (CPC) is the national voice for pork producers in Canada. A federation of nine provincial pork organizations representing 7,000 farms, the organization plays a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector. The CPC serves its membership through national and international advocacy efforts as well as through the development and implementation of initiatives, such as food safety, animal care and health, traceability, environment and sustainability, international trade and nutrition.