

# Ukrainian Days Festival

Фестиваль  
"Українські Дні"

August 16 - 24, 2020

Join us in celebrating all things Ukrainian in Alberta!



August 1, 2020

To whom it may concern,

In response to the current climate with the coronavirus outbreak, the Ukrainian Canadian Congress Alberta Provincial Council decided to go forth with the Ukrainian Day festival. Many individuals look forward to our events yearly. The festival gathers 3 500 visitors. Our showcase of Ukrainian culture, visual and performing arts and distinguished cuisine brings together our community in Alberta. We use this as an opportunity to share our pride with other communities in our province. This year Ukrainian Day will be celebrated differently as we propel forward with the changing times, however, it will still maintain the integrity of the generation's past.

The online festival is spanning over 8 days and will feature five distinct series – art, cooking, performance, roots (history and tradition) and Ukraine's Independence Day. Each day includes four program release times that will stream original video content.

## SERIES



**ART** – exclusive interviews with artists (pottery, traditional jewelry, embroidery) and an original paint night masterclass. Our featured artists are well-known in Alberta and across the country for their craft.



**PERFORMANCE** – masterclasses of different styles of Ukrainian dance and a live feature of solo dance performances; international Ukrainian hour; exclusive performance of Ukrainian band and musical performances from the groups across the province.



**COOKING** – a masterclass led by a renowned local Ukrainian baker with a live Q&A session; an exclusive interview with a global Ukrainian and Canadian chef and tv personality.



**ROOTS** – a unique series featuring the art of homesteading, entrepreneurial stories; original videos and interviews with outstanding Ukrainian individuals in Alberta; children's storytelling with famous individuals in Alberta.



**ДЕНЬ НЕЗАЛЕЖНОСТИ** – videos about Ukraine's independence and exclusive greetings from Ukraine, local vocal and musical talents performing modern content.

This is a one-of kind opportunity to reach thousands of people in Alberta, Canada and Ukraine. Our guests are artists, talented dancers and singers, famous political figures and amazing individuals who

make up our diverse Ukraine community. Each brings unique content to our event. We have confidence in the incredible reach of this online event (our past online event reached 160 000 viewers in 20 over the 20-day period).

We ask you to help us make it even more spectacular. Please see our form for the details about what we offer in return. We will work with you or your team on finding the options that fit your needs. Should you choose to sponsor or advertise during our online event your organization will be featured on all of our social media platforms (Facebook, Instagram, Twitter, YouTube - 2000 followers), website, and bi-weekly E-Bulletin (3200 subscribers).

Connect with us to discuss this opportunity.

Sincerely,

***Yuliia Marcinkoski***  
Provincial Coordinator  
Ukrainian Canadian Congress Alberta Provincial Council