



FOR IMMEDIATE RELEASE

PORKAPALOOZA TEAMS UP WITH NORTHLANDS

Partnership allows opportunities for community organizations

EDMONTON, AB. (March 23, 2017) – Porkapalooza BBQ Festival returns on June 10 and 11 for its fourth year as Edmonton’s premier BBQ festival. This year, the festival returns to its roots by increasing its focus on the BBQ competition, while maintaining the opportunity for the public to taste delicious BBQ. With plenty of local entertainment, food trucks, retail vendors, and a Kids Zone, there will be fun for the whole family.

To enhance the public experience, Porkapalooza is teaming up with Northlands who offers world class facilities, staff, and excellent access to public transit and parking.

Porkapalooza BBQ Society’s mission is to end hunger and support families in our local community. In pursuit of this mission, Porkapalooza 2017 is working with and supporting three local charities: Ronald McDonald House Charities Northern Alberta, Youth Empowerment & Support Services (YESS), and AdaptAbilities.

“We are very excited to be working Northlands to deliver an amazing world-class BBQ experience for the whole family,” said Mark Bosworth, Chairman of the Porkapalooza BBQ Festival Society. “We also look forward to supporting our three partner charities that provide incredible support to families and children in our community.”

“Events at Northlands have always been about sharing with friends, family and the community,” said Tim Reid, President and CEO, Northlands. “The opportunity to work with our agriculture partners is a natural fit and perfectly aligns with Northlands FEED Strategy. We look forward to working with the Porkapalooza team and industry partners on this signature event.”

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About Porkapalooza

Porkapalooza BBQ Festival is returning to its roots. Porkapalooza is a community event organized by the Porkapalooza BBQ Festival Society, bringing you the culinary art and culture of BBQ. Porkapalooza is a BBQ competition, and a festival featuring local food trucks, a Kids Zone playground, food demonstration stages, and plenty of local entertainment.

<http://porkapalooza.ca/>

Twitter: @PorkapaloozaYEG

Facebook: <https://www.facebook.com/porkapaloozaYEG/>

About Northlands

Northlands is deeply rooted in the community and is poised to undertake a remarkable transformation. As Canada's largest agricultural society, Northlands has cultivated the knowledge and experience to bring people together, spark interest and shine a light on Alberta's agricultural industry. Northlands will foster an appreciation for the industry and give insight into the journey from gate to plate through educational programs, special events and the province's culinary/food distribution channels. For more information, please visit northlands.com.

About Ronald McDonald House Charities Northern Alberta (RMHCNA)

RMHCNA works to ease the financial and emotional burdens of families, and keeping families close drives their programming. RMHCNA is a place of comfort and compassion for all families with seriously ill and injured children. While the families who stay at RMHCNA come from outside Edmonton, the House also helps families from Edmonton through the Day Pass Program, where families have access to all House programming.

<https://rmhcna.org/>

About Youth Empowerment & Support Services (YESS)

YESS is a dedicated not-for-profit organization that shapes the future of Edmonton by supporting youth facing difficult realities. YESS offers distinct and invaluable services through a variety of channels that range from immediate emergency shelter to ongoing support programs and individual guidance. <http://yess.org/>

About AdaptAbilities

AdaptAbilities helps individuals with special needs and their families find peace of mind amid the stress of everyday challenges. They recognize that families often put their own wellbeing aside while caring for their children. This can be mentally, physically, and emotionally exhausting. The specialized services at AdaptAbilities give parents the opportunity to pause, take a breath, and focus on their own wellbeing while fostering relationships with their loved ones. <http://www.adaptabilities.ca/>



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