

Tuesday, August 2, 2016
FOR IMMEDIATE RELEASE



TRAGICALLY HIP SET TO AIR AT WELLAND CIVIC SQUARE

Welland, ON—Tragically Hip fans will have a chance to watch the band's August 20th show free of charge in downtown Welland on the City's new 11' by 20' LED outdoor screen, located at Civic Square. CBC and the Tragically Hip Presents: The Tragically Hip: A National Celebration, which is being broadcasted and streamed live across Canada.

Although the purpose of the LED screen is primarily to display municipal, Welland Hydro, and paid advertisements, it also has full video and audio display capabilities. The decision to purchase the LED screen stems from City Council's direction to enhance communications, marketing, and instil civic pride.

The City, in partnership with the Welland Downtown Business Improvement Area, has chosen to air the Tragically Hip concert on the LED screen—also known as the BIG SCREEN—because it is expected to draw a large crowd to the downtown core. A considerable number of fans were not able to purchase tickets due to a strong demand in sales. The band's Man Machine Poet tour was launched on July 22nd to anticipating fans across the country. Concert tickets for all scheduled shows sold-out minutes after they were released for sale.

Welland City Council and staff anticipate a patriotic crowd present at Civic Square for the Tragically Hip show. People are being asked to bring their own chairs to the airing, which begins with a pre-show at 7:30 p.m., followed by the Tragically Hip broadcast at 8:30 p.m.

Mayor Frank Champion is looking forward to watching the concert with other local fans. "Airing the Hip Concert is the ideal way to introduce the BIG SCREEN to Niagara," said Champion. "We want to bring the community together, and this is the perfect opportunity to share with the public an extraordinary Canadian memory."

Welland Civic Square will receive the BIG SCREEN in mid-August, which will give staff enough time to have the equipment ready for the August 20th concert. People can visit one of the downtown restaurants for a pre-show meal, or enjoy a snack or refreshments from one of the on-site food trucks. Civic Square is located at 60 East Main Street, Welland. Parking is designated at Market Square, between Young Street and Cross Street, or behind Civic Square by-way-of the Court House Lane entrance only. Visit welland.ca for more City of Welland events

- ✓ Event is weather permitting. There is no rain date
- ✓ This is a family friendly, alcohol and smoke free event
- ✓ For the safety and enjoyment of all in attendance, please leave your pets at home
- ✓ Donations to the Canadian Cancer Society in support of brain cancer research will be accepted

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