



MEDIA RELEASE

Ontario's Best Butter Tart Festival cancelled due to pandemic

FOR IMMEDIATE RELEASE

June 13 won't mark the sweetest day of the year for 2020.

Ontario's Best Butter Tart Festival has been cancelled in response to the COVID-19 pandemic.

"This was not a decision that the planning committee undertook lightly or without great consideration, however cancelling now allows us to give fair notice to all involved with the multiple facets of the festival," said Karen Mealing, Cultural Development Coordinator for the Town of Midland and festival organizer.

This would have been the 8th year for the award-winning festival which was slated to take place on Midland Ave in 2020 due to the King St. Rejuvenation Project.

The festival website will host a list of confirmed vendors, with links to their websites to encourage would-be festival visitors to reach out to downtown Midland merchants and festival vendors for online ordering and curb-side pick-up options.

The festival has plans to sell a limited-edition t-shirt via their website at buttertartfestival.ca with a portion of all sales directed to the Georgian Bay General Hospital Foundation. Those who purchase a shirt will also have their name entered into draws to win Downtown Midland BIA Bucks.

The festival is also working with an artist to create a colouring page which will be made available digitally. Photos of the coloured pages can be emailed to the festival and all participants will have their names entered in a draw for gift certificates from Minds Alive and for Downtown Midland BIA Bucks.

More information about the t-shirts and colouring page will be made available shortly.

In February the festival was named one of the Top 100 Festivals and Events in Ontario for the second year in a row and in 2019 was included by Forbes in their top 12 list of Canada's Best Summer Food and Drink Festivals. The next festival is scheduled for June 12, 2021

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For media enquiries, please contact:

Karen Mealing | Cultural Development Coordinator

Town of Midland | 575 Dominion Avenue, Midland, ON L4R 1R2

705-526-4275 x2200 | 705-333-3512 cell | kmealing@midland.ca | www.midland.ca