

NATIONAL MEDIA RELEASE

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AUGUST, 6TH & 7TH, 2011 SASKATOON, SASKATCHEWAN, CANADA

Heralded as Canada's largest annual Tribute to Veterans Project, the *Cameco* Canada Remembers Int. Air Show 're-launches' under the title, *Cameco* Canada Remembers 'Festival for Heroes' !!

After 14 years of honouring Veterans and saluting the men and women within the Canadian Forces, this internationally acclaimed Tribute was halted in 2009 upon losing access to the Saskatoon John G. Diefenbaker Airport show site due to planned development on the Airport's property.

While the logistics of producing an aviation event carry several unique challenges not found with many ground-based festivals and events, simply 'moving' the Air Show was not an easy alternative ... however a new community partnership has been formed between the Canada Remembers Tribute Project and the Auto Clearing Motor Speedway, an oval race track two kilometers northeast of the Saskatoon Airport. The track successfully hosts various classes of auto races, including a 2010 and upcoming 2011 Nascar event, however a cursory search for similar aviation events throughout North America indicated the last 'Air Show' ever held at an Auto Race Track was in 1909, in Latonia Kentucky. It appears this event will, basically, be a first time endeavor. Yet being the first has not been an obstacle for Credit Union Centre (formally known as Saskatchewan Place)!! In 1995 they created and produced the first Canada Remembers Air Show, when it became the first Air Show 'in the world' to ever be held at a Sports Arena !! (the Arena hosted the event in '95-'96-'97, before relocating to the Saskatoon Airport).

The re-launched *Cameco* CANADA REMEMBERS 'Festival for Heroes' will maintain the Tribute to Veterans theme and salute all who currently serve this nation. In addition, although first created in 2002 (post 9/11), the Tribute will continue to pay special recognition to Law Enforcement, Fire, EMS and all First Responders who bravely serve their communities and country, often called upon to ... and in fact do, risk their lives in the Line of Duty.

A major new aspect of the annual Tribute will be the launch of *Canada's National Concert for the Troops*, bringing a variety of artists, bands and celebrities together to help the community and country honour and 'say thanks' to all the men and women who serve this nation, while also recognizing the sacrifices and challenges faced by Military families. Following five nationally televised 'Canada Remembers Documentaries', (aired across Canada every year since 2000), the 2011 Documentary 'Festival for Heroes' is scheduled for production and national release on Nov. 11th, 2011, via the Vision Network.

As Canadians have long stood side by side with brave men and women from many countries, through world wars, peacekeeping missions and humanitarian efforts around the world, the *Cameco* Canada Remembers Festival for Heroes will not neglect recognizing the service and sacrifice of all our Nation's friends.

Scheduled to participate Aug. 6th & 7th in the 2011 *Cameco* Canada Remembers Festival for Heroes are the 431 Air Demonstration Squadron SNOWBIRDS, the Canadian Forces CF-18 Hornet Demonstration Team as well as numerous other Military aircraft and world-class civilian performers. The Opening Ceremonies 'Parade of Veterans', Hot Air Balloon Salute and details surrounding the artists and celebrities selected for the inaugural Concert for the Troops, will be released approximately May 15th.

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—SP Photo by Gord Waldner

Veteran Irving 'Swede' Larson was all smiles after the announcement Thursday that Saskatoon's air show will be resurrected in 2011 as the Cameco Canada Remembers International Festival for Heroes

Air show receives new life

□ New name, venue for veterans' tribute after one-year hiatus

**By Sean Trembath
of The StarPhoenix**

After missing a year, Saskatoon's air show and tribute to veterans is back with a new name and venue.

The Cameco Canada Remembers International Festival for Heroes will take place Aug. 6-7 at Auto Clearing Motor Speedway, just north of the city.

Organizer Brian Swidrovich announced the event Thursday at a news conference at the Saskatoon airport. Swidrovich admitted the new venue would offer challenges, especially in terms of capacity for the size of crowds seen at previous shows, but he was optimistic.

"We've proven the point in the past that

limitations just don't apply to Saskatoon," he said.

He said many of the details are still being discussed and will be released once finalized.

Politicians, members of the business community and veterans were on hand, praising the event and the service people it will honour.

"I am so supportive of this, a tribute to veterans," said Saskatchewan Party MLA Yogi Huyghebaert, a former member of the Canadian Forces' Snowbirds.

Mayor Don Atchison related memories of previous air shows, including what was thought to be the final one in 2009. After rain forced the event inside Credit Union Centre, Atchison was worried people might not show up to honour the veterans without

the aerial acrobatics to draw them in. Instead, the stands were packed with thousands.

"The number of people that have phoned, and that I've seen, and have insisted that we somehow resurrect the air show is a tribute to the organizers and the people who have been involved through the years," said Atchison.

The family friendly show is expected to feature a veterans' parade, aviation demonstrations from both military and civilian pilots, a concert for the troops and more. All attractions are subject to change.

Harvey Welsh says he's excited about the return of the show. He served in Korea and doesn't get many opportunities to see his old friends.

"A lot of our fellows live out of town. We have a kind of homecoming at these shows," he said after the news conference, dressed sharply in uniform.

Welsh and fellow veteran Irving "Swede" Larson received a standing ovation before the news conference began.



Swidrovich