



Vancouver Fireworks Festival Society
1600 – 777 Hornby Street,
Vancouver, BC CANADA V6K 1N4
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www.HSBCcelebrationoflight.com

FACT SHEET

- Operational Partner:** City of Vancouver
- Title Sponsor:** HSBC Bank Canada
- Presenting Sponsor:** Shore FM [new sponsor]
- Evening Sponsors:** London Drugs' **CANADA** Night – July 22
'TBA' **SOUTH AFRICA** Night – July 25
The Keg's **UK** Night – July 29 [new sponsor]
Concord Pacific's **CHINA** Night – August 1
- Corporate Sponsors:** Tourism Vancouver
BC Hydro
Edgewater Casino [new sponsor]
YVR Airport Authority
- Community Sponsors:** Super Save
Waste Management
Radiant Communications

This Vancouver fireworks festival began in 1990 and operated for 10 years as the Benson & Hedges Symphony of Fire until tobacco-advertising restrictions were legislated by the Canadian federal government.

In 2001, the Vancouver Fireworks Festival Society (VFFS), a not-for-profit organization, was created with the support of the City of Vancouver to source sponsorship and produce future fireworks festivals, coined as a 'free family fun' event.

For the past 8 years HSBC Bank Canada has held the title sponsorship and the festival has been produced under the event name: HSBC Celebration of Light.

The annual attendance, over four nights, averages between 1.2 million and 1.5 million each year.

Board Members: Brent MacGregor – Chair; Shawn Thomas – Managing Director; Patti Smolen, Tourism Vancouver – Director; Wayne Berg, HSBC Bank Canada – Director; Brita Cloghesy-Devereux, HSBC Bank Canada – Director; Wendy Au, City of Vancouver – Member

Staff: Tina Oliver – General Manager
Zirka Reshitnyk – Event Coordinator