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## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

July 3, 2025

#### **DOWNTOWN BIA SPONSORS OTTAWA BLUESFEST SUPPORTING LOCAL BUSINESS**

**Ottawa, ON** – July 3, 2025 – The Downtown BIA is pleased to announce a three-year agreement as official sponsor of Ottawa Bluesfest and a new Concert Series. Ottawa Bluesfest is the internationally renowned live music festival running from July 10 – 20, 2025, in the Nation's Capital. The new Concert Series is free to the public and will bring even more live music and visitors to the downtown core over two weekends in July.

Through this collaboration, Downtown BIA aims to bring more live music programming to more public spaces, offering locals and visitors an opportunity to experience the unexpected downtown. Weekend performances, free to the public, will be held at The Shed along historic Sparks Street from July 12-13, and for the first time, at World Exchange Plaza from July 19-20. This is the first time the Downtown BIA will activate cultural programming beyond Sparks Street within its newly expanded boundary.

"Downtown BIA sees this sponsorship as a way to extend more programming into more public spaces downtown, supporting the arts, culture and entertainment corridor initiatives now underway," said Kevin McHale, Executive Director of the Downtown BIA. "Cultural events play a vital role in revitalizing and reimagining the downtown core, making it a more dynamic destination for all."

Local businesses see a positive economic impact from specialized placemaking initiatives that bring increased visitor foot traffic into the area. The Downtown BIA is dedicated to fostering community, cultural and commercial growth in downtown Ottawa.

“We believe in the power of collaboration and community building,” said Mark Monahan, Executive Director of Ottawa Bluesfest. “This partnership with the Downtown BIA is a first for Bluesfest. As the largest summer festival in the Nation’s Capital, supporting local businesses is more important than ever, and we encourage festival-goers to explore the diverse offerings of downtown.”

### **About Downtown BIA**

The Downtown BIA is a non-profit organization dedicated to enhancing the community, cultural and commercial prosperity of Ottawa's downtown core. Serving as the collective voice of the downtown business improvement area, the BIA works to support businesses, property owners, and partners. Its mandate is to steward economic and community development, destination development and member advocacy efforts. To learn more visit: [www.hellodowntown.ca](http://www.hellodowntown.ca)