



Contact: Kevin McHale
Executive Director, Downtown BIA
613-230-0984 | kevin@hellodowntown.ca

PRESS RELEASE
FOR IMMEDIATE RELEASE
May 13, 2026

DOWNTOWN BIA ANNOUNCES RIBFEST 2026

Ottawa, ON — May 13, 2026 – The Downtown BIA and Sparks Street Mall Authority announce the return of the original Ottawa Ribfest for five days of award-winning local food and live entertainment to kick off the summer season. This family-friendly event takes place on Sparks Street from May 27 to May 31, 2026.

“Ottawa Ribfest is a much-anticipated activation in the downtown core that attracts visitors to Sparks Street for the food, music and festivities,” said Kevin McHale, Executive Director of Downtown BIA. “Food festivals are part of our placemaking efforts to attract locals and visitors, while supporting local businesses. Once again, we are grateful to our sponsors and vendors.”

Downtown BIA acknowledges the Canadian Pork Council (CPC) for their continued sponsorship of this signature event.

“We are pleased to continue supporting Ottawa Ribfest for a third consecutive year. Events like this help connect Canadians with the dedication and hard work of pork producers, who help provide high-quality Canadian pork to families here at home and around the world,” said Stephen Heckbert, President and CEO of the Canadian Pork Council. “That contribution extends well beyond the plate. The Canadian pork sector contributes over \$8 billion annually to our economy, supports more than 100,000 jobs across the country, and exports to some 75 countries.

For more Ottawa Ribfest details visit: www.hellodowntown.ca

About the 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

About Sparks Street Mall Authority:

The **Sparks Street Mall Authority** mandate is to manage historic Sparks Street as an attractive destination, and vibrant outdoor experience for pedestrians. Priorities in public realm, placemaking and programming celebrates local and national cultures, for an inclusive, accessible and welcoming environment for all. Visit: www.sparkslive.com

About Canadian Pork Council (CPC):

The Canadian Pork Council (CPC) is the national voice for pork producers in Canada. A federation of nine provincial pork organizations representing 7,000 farms, the organization plays a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector. The CPC serves its membership through national and international advocacy efforts as well as through the development and implementation of initiatives, such as food safety, animal care and health, traceability, environment and sustainability, international trade and nutrition.