

HERITAGE FESTIVAL '86

PROMOTIONAL CAMPAIGN

TOTAL PROMOTIONAL BUDGET \$30,000.

3 Brochures - June 1985	1,500.
Sponsored By F.S.J. Rotary Club	
October 1985	2,500.
April 1986	1,500.
Slide Shows - (one complete June 1985)	150.
Photos - (95 taken to date)	200.
Posters photographic	6,000.
Signs (announcements)	1,400.
Displays	840.
Postcards (4 sets)	3,468.
Banners/Flags	2,000.
Map of Site/Tickets	3,500.
Placemats (Restaurants)	2,500.
Advertising	4,442.
	<u>\$30,000.</u>

THANK YOU TO THE FIRST SUPPORTERS

OF HERITAGE FESTIVAL '86

Fort St. John Rotary Club
Employment and Immigration Canada
Fort St. John Community Arts Council
North Peace Historical Society

PLEASE PHONE 785-1986 TO JOIN

THE SUPPORT FOR THE LARGEST

FESTIVAL IN THE NORTH PEACE



UPDATE FOR JUNE

1985

The Heritage Festival '86 is a celebration of the man-made and natural resources of the North Peace. The Festival is designed to provide a hands-on and educational experience for over 21,000 visitors. Special features of the Festival include pioneer skills, oil and logging exhibits, heritage parade and rodeo and wildlife and sports-man shows. The site is conveniently centered near the Fort St. John North Peace Museum in Centennial Park.

JULY 9-13, 1986

HERITAGE FESTIVAL '86

BOX 6584

FORT ST. JOHN, B.C.

V1J 4K5

604-785-1986

HERITAGE FESTIVAL '86

UPDATE

Heritage Festival '86 project began March 4, 1985 with two employees hired through a Canada Works grant of Employment and Immigration Canada. Term of grant is March 4, 1985 to December 31, 1985.

THE FACTS

Meetings Attended 51
Letters Written 251
Confirmed Participants to date 49

HERITAGE YEAR 1986

The City of Fort St. John will proclaim 1986 as Heritage Year in Fort St. John on July 1, 1985.

PARTICIPANTS AS OF JUNE 1985

MAJOR EXHIBITORS

Trapper's Assoc. Exhibit
Sportsmen Show(Rod & Gun Club)
Schwitzer AG3T Airplane(Aero Club)
Pioneer Skills Hands-on Experience
Special Exhibits(Museum)

MAJOR EVENTS

Farmers Market
Pioneer Play(Workshop Players)
Regional Crafts Fair(Craftsmans Assoc.)
Rodeo/ and Dance
Heritage Parade
Outhouse Races(Esso Resources)
Theatre Festival(Stage North)
Book Premiere(TreeLine)

SPECIAL PROMOTION

Affordable Log Homes(log playhouse)
Museum Coloring Book
Heritage Quilt Raffle(Wilma Robarge)
Costume Contest(Chamber of Commerce)

FOOD

Old Fashioned Ice Cream Parlor
(Beta Sigma Phi)
Pie & Ice Cream(Stingray Swim Club)
Ethnic Foods(Mennonite Church)
Wild Meat Sausages(Shyway Butcher Shop)
Taco Booth(Speed Skaters)

ACTIVITIES

Ballroom Dancing Demos/Participation(Kevin Truscott)
Horseshoe Club Tournament
BMX Double Point Meet
Petting Farm(4H Club)
Fiddler's Contest(Old Time Fiddlers)
Crib or Dart Tournament(Legion)
Kids Events(Artspace)
Dog Show(Kennel Club)

ON-GOING

Carriage Rides(Terry Cowles)
Hospitality Room(Seniors)
Vintage Cars Displays
Babysitting(Big Brothers/Sisters)
Art Show Heritage Scenes(Art Gallery)
Quilters Display
Photo Booth(Dave's Camera)
Shoeshine(Hunts)

PERFORMANCES

Can-Cannottes
Native Dancing(Celina Vandale)
Rotary Pipe Band

THE DIRTY WORK

Clean Up Community Work Service
Sec Up Community Work Service
Night Security Lions Club

ORGANIZE NOW TO BE PART OF
HERITAGE FESTIVAL '86

MANY ACTIVITIES AND RESPONSIBILITIES

STILL NEED SPONSORS!

HERITAGE FESTIVAL '86 PROMOTIONAL CAMPAIGN

TOTAL PROMOTIONAL BUDGET \$30,000.

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OF HERITAGE FESTIVAL '86

Fort St. John Rotary Club
Employment and Immigration Canada
Fort St. John Community Arts Council
North Peace Historical Society

PLEASE PHONE 785-1986 TO JOIN
THE SUPPORT FOR THE LARGEST
FESTIVAL IN THE NORTH PEACE



UPDATE FOR NOVEMBER 1985

The Heritage Festival '86 is a celebration of the man-made and natural resources of the North Peace. The Festival is designed to provide a hands-on and educational experience for over 21,000 visitors. Special features of the Festival include pioneer skills, oil and logging exhibits, heritage parade and rodeo and wildlife and sportsman shows. The site is conveniently centered near the Fort St. John North Peace Museum in Centennial Park.

JULY 9-13, 1986

HERITAGE FESTIVAL '86
BOX 6584
FORT ST. JOHN, B.C.
V1J 4K5 604-785-1986

HERITAGE FESTIVAL '86 UPDATE

Heritage Festival '86 project began March 4, 1985 with two employees hired through a Canada Works grant of Employment and Immigration Canada. Term of grant is March 4, 1985 to December 31, 1985.

THE FACTS

Meetings Attended	95
Letters Written	1892
Confirmed Participants	72

HERITAGE YEAR 1986

The City of Fort St. John has proclaimed 1986 to be Heritage Year in Fort St. John.

PARTICIPANTS AS OF SEPTEMBER 1986

MAJOR EXHIBITORS

Trapper's Assoc. Exhibit
Sportsman Show (Rod & Gun Club)
Schwitzer AG3T Airplane (Aero Club)
Pioneer Skills Hands-on Experience
Special Exhibits (Museum)
Forestry Exhibits (B.C. Professional Foresters)

SPECIAL PROMOTION

Log Playhouse (Affordable Log Homes)
Museum Coloring Book
Heritage Quilt Raffle (Wilma Roberge)
Costume Contest (Heritage '86 Committee)
Pioneer Portraits (Audrey Gaddy)
Official Balloons
Maisie Matilda (Sue Hart)
Slide Show
Post Cards
Brochure
Newspaper

MAJOR EVENTS

Farmers Market
Pioneer Play (Workshop Players)
Regional Crafts Fair (Craftsmans Assoc.)
Rodeo/ and Dance
Heritage Parade
Outhouse Races (Esso Resources)
Theatre Festival (Stage North)
Book Premiere (Treeline)
Pioneer Tea (Local Council of Women)
Heritage Dance (Care Home)
FOOD

Old Fashion Ice Cream Parlor
(Beta Sigma Phi)
Pie & Ice Cream (Stingray Swim Club)
Ethnic Foods (Mennonite Church)
Wild Meat Sausages (Skyway Butcher Shop)
Taco Booth (Speed Skaters)
Buns & Stew (NP Historical Society)
Fresh Pretzels (Spinners & Weavers)
Arthritis Society Food Booth
Lamb on a Spit (Sheep Breeders Assoc.)
Popcorn & Candyfloss (Lions & Lioness Club)

ACTIVITIES

Ballroom Dancing Demos/ Participation
(Kevin Truscott)
Horseshoe Club Tournament
BMX Double Point Meet
Petting Farm (4H Club)
Fiddler's Contest (Old Time Fiddlers)
Crib or Dart Tournament (Legion)
Kids Events (Artspace)
Dog Show (Kennel Club)
Liars Contest
Joint Worship Service
Bingo (Lions & Lioness Club)

PERFORMANCES

Can-Cannottes
Northern Dance Theatre
Mexican Dance
Twirlers
Rotary Pipe Band
Battle of the Bands
Scottish Country Dancers
B.C. Pavilion Showcase

THE DIRTY WORK

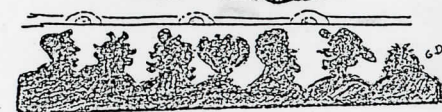
Clean Up - Community Work Service
Set Up - Community Work Service
Night Security - Lions Club
Campsite Reserved - Chamber of Commerce

ON-GOING

Carriage Rides (Terry Cowles)
Hospitality Room (Seniors)
Vintage Car Displays
Babysitting (Big Brothers/Sisters)
Art Show Heritage Scenes (Art Gallery)
Quilters Display
Photo Booth (Dave's Camera)
Shoeshine (Hunts)
Book Corner
Sheep to Fabric Spinning Display
Puppet Shows & Readings (Friends of The Library)
Sheep to Shawl Contest
Dress it up contest
History Photo Display (Anglican Church)

V.I.P.

Honourable Bell Irving (Open the Festival)



WE STILL NEED ASSISTANCE WITH

TECHNICAL
SET UP
CLEAN UP
NIGHT SECURITY
BOOTH CONSTRUCTION
HOSTESS'S



THIS IS MAISIE HERE
THE GRAND PRIZES FOR THE
DRESS IT UP CONTEST ARE
TRIP FOR 2 TO SAN FRANCISCO - COURTESY OF CP AIR
\$100 ADVERTISING - COURTESY OF CKNL RADIO
PLANTED - COURTESY OF TIMBERLINE TREE SERVICE

PUBLIC MEETING JAN. 22 1986
7:30pm AT THE ARTSPACE EVERYONE WELCOME!

PIONEER SKILLS MEETING JAN.30, 1986
2:00pm AT THE ARTSPACE YOUNG AND OLD WELCOME!

NOW AVAILABLE AT THE ARTSPACE

Heritage Festival '86 Sweatshirts
Heritage Festival '86 Hats
Heritage Festival '86 Bumper Stickers

THANK YOU TO THE FIRST SUPPORTERS OF HERITAGE FESTIVAL '86

Petro Canada
Port St. John Rotary Club
Employment and Immigration Canada
Port St. John Community Arts Council
North Peace Historical Society

PHONE 785-1986 TO JOIN THE SUPPORT FOR THE LARGEST
FESTIVAL IN THE NORTH PEACE, OR FOR MORE INFORMATION



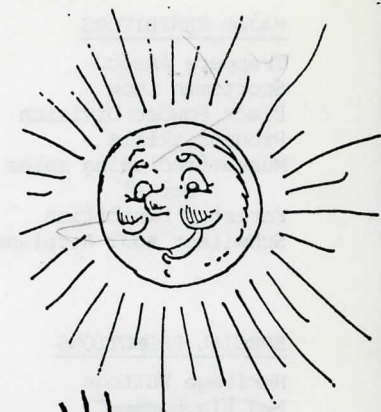
"SEE YOU JULY 9-13 AT
HERITAGE FESTIVAL '86
AND BRING YOUR FRIENDS"

UPDATE FOR FEBRUARY

Keep!

Heritage Festival

Fort St. John,
British Columbia



July 9-13, 1986

Fun for Everyone From 6-86

The Heritage Festival '86 is a celebration of the man-made and natural resources of the North Peace. The festival is designed to provide a hands-on and educational experience for over 21,000 visitors. The site is conveniently centered around the North Peace Museum in Centennial Park.

PARTICIPANTS AS OF FEBRUARY 1986

MAJOR EXHIBITORS

Trappers Assoc.
Sportsman show
Black Powder Division
Pioneer Skills
Museum (including sales of Slim Byrnes Books)
Forestry Exhibition
Schwitzer AG3T Airplane

MAJOR EVENTS

Farmers Market
Pioneer Play
Regional Crafts Fair
Rodeo/Dance
Heritage Dance
Outhouse Races
Theatre Festival
Book Premiere
Pioneer Tea

SPECIAL PROMOTIONS

Heritage Buttons
Log Playhouse
Museum Colouring Book
Heritage Quilt Raffle
Dress It Up Contest
Pioneer Portraits
Official Balloons
Maisie Matilda
Slide Show
Post Cards
Brochure
Newspaper

FOOD

Buffalo Burgers
Old Fashioned Ice Cream Parlor
Pie and Ice Cream
Ethnic Foods
Wild Meat Sausage
Taco Booth
Buns And Stew
Fresh Pretzels
Lamb on a Spit
Popcorn & Candyfloss
Candy
Arthritis Society Food Booth



ACTIVITIES

Ballroom Dancing Demos & Participation
Horseshoe Club Tournament
BMX Double Point Meet
Petting Farm
Crib or Dart Tournament
Kids Events
Dog Show
Liars Contest
Joint Worship Service
Bingo

ON-GOING

Photo Booth
Carriage Rides
Hospitality Room
Vintage Car Display
Babysitting
Art Show
Quilters Display
Shoe Shine
Book Corner
Sheep to Fabric Spinning
History Photo Display
Puppet Shows and Stories
Printing Press
Box Luncheon Social

PERFORMANCES

Old Time Fiddlers
Northern Dance Society
Fort Nelson School Dist. Band
Mexican Dancers
Twirlers
Childrens Choir
Harry Block
Rotary Pipe Band
Battle of the Bands
Scottish Country Dancers
B.C. Pavilion Showcase

VIP

Honourable Bell Irving

TECHNICAL

Tony Atkinson
Tom Cole
Norm Bryson

THE DIRTY WORK

Clean Up & Set Up-Community Work Service
Night Security-Lions & Elks Club
Campsite Reserved-Chamber of Commerce

WE STILL NEED ASSISTANCE WITH

Set Up, Clean Up, Pioneer Skills, Booth Construction, Hostess's, Technical.

**COME AND LEARN
PIONEER SKILLS**

**FOR MORE INFORMATION
CALL CARROL AT
785-1986**



THINGS TO THINK ABOUT

JULY 9-13, 1986

IF YOU ARE ENTERING THE HERITAGE PARADE
YOU SHOULD BE THINKING ABOUT YOUR FLOAT.

IF YOU ARE GOING TO BE IN THE DRESS IT
UP CONTEST YOU SHOULD BE PLANNING AND
MAKING YOUR CLOTHES.

IF YOU ARE HAVING A BOOTH AT THE FEST-
IVAL YOU SHOULD BE DECIDING WHAT YOU
ARE GOING TO HAVE IN IT.

IF YOU ARE PLANNING SUMMER HOLIDAYS
TRY TO BE HERE FOR THE FESTIVAL.

IF YOU WANT TO BECOME INVOLVED IN THE
FESTIVAL YOU SHOULD BE CONTACTING THE
ARTSPACE AND SIGNING UP .

The Heritage Festival committee looks
forward to hearing from you. If you
have any questions please feel free to
call 785-1986 and ask for Carrol.

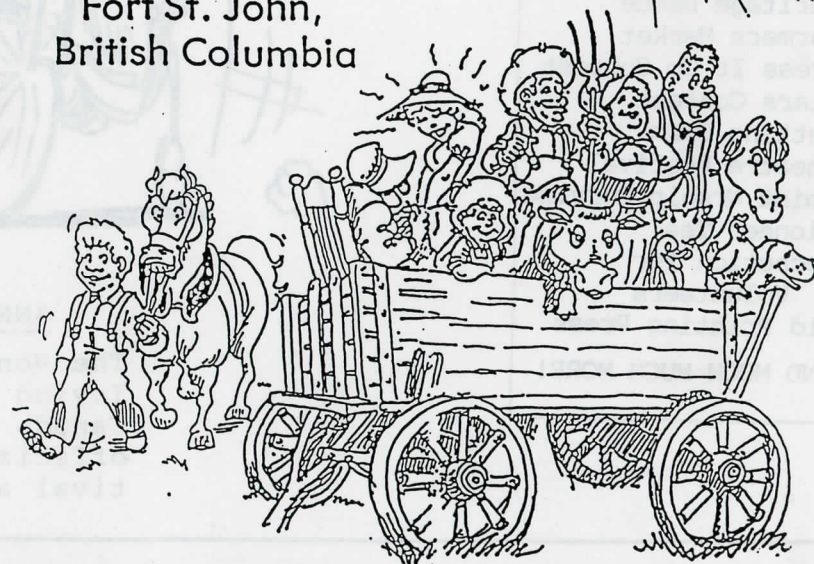
Or drop into the Artspace and pick up
some additional information and take a
look at the souvenirs that are now in.

We will also be having a booth at the
Trade Show so make sure you drop in and
see our display.

Heritage Festival



Fort St. John,
British Columbia



UPDATE FOR MAY

THE LARGEST FESTIVAL IN THE NORTH !

AT THE FESTIVAL

Trappers Cabin
Sportsman Show
Black Powder Shoot
Unique Teepees
Ballons
Explorer Skills
Box Lunch Social
Rodeo
Museum Exhibit
Food Fair
Outhouse Races
Art Show
Carriage Rides
Pit Barbecue
Texas Fast Draw
Artist
Rotary Pipe Band
Crafts Fair
Pioneer Skills
Heritage Dance
Farmers Market
Dress It Up Contest
Liars Contest
Petting Farm
Theatre Festival
Joint Wrship Service
Pioneer Tea
Reception for
Volunteers
Old Printing Press
AND MUCH MUCH MORE!

The Heritage Festival 86 is a celebration of the man-made and natural resources of the North Peace. The Festival is designed to provide a hands on experience for over 21,000 visitors. The site is conveniently located around the North Peace Museum in Centennial Park.



ANNOUNCEMENTS

The Honourable H.P. Bell Irving, of the Heritage Canada Foundation will officially open the festival at 2pm on July 9.

SOUVENIRS NOW AVAILABLE!!

HATS BUMPER STICKERS
SWEATSHIRTS POSTCARDS
APRONS BALLOONS

COMING SOON....LAPEL PINS

LIST OF SUPPORTERS!

FSJ Rotary Club
Petro Can
Employment Immigration
Community Arts Council
Historical Society
Safeway
Westcoast Transmission
Warner Shelters
Rod and Gun Club
Lions Club
Rainbow Signs
Elks Club
BMX Club
SR. Citizens
CP Air
Timberline Tree
Service
Workshop Players
Stage North
Cole Productions
CKNL Radio
Horseshoe Club
B.C. Pavilion
Treeline
Alaska HWY News
Friendly Pets
Rod & Gun Club
AND-MANY-MORE!

HOSTESS
CLEAN UP
BUILD BOOTHS

CALLING ALL VOLUNTEERS

NOW IS THE TIME TO CHOOSE YOUR DUTY 785-1986

USHERS
SET UP
TICKET SALES

IF YOU ARE ENTERING THE HERITAGE PARADE YOU SHOULD BE THINKING ABOUT YOUR FLOAT.

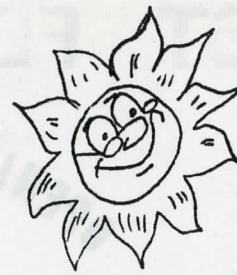
IF YOU ARE GOING TO BE IN THE DRESS IT UP CONTEST YOU SHOULD BE PLANNING AND MAKING YOUR CLOTHES.

IF YOU ARE HAVING A BOOTH AT THE FESTIVAL YOU SHOULD BE DECIDING WHAT YOU ARE GOING TO HAVE IN IT.

IF YOU WANT TO BECOME INVOLVED IN THE FESTIVAL YOU SHOULD BE CONTACTING THE ARTSPACE AND SIGNING UP.

The Heritage Festival committee looks forward to hearing from you. If you have any questions please feel free to call 785-1986 and ask for Carrol.

Or drop into the Artspace and pick up some additional information and take a look at the souvenirs that are now in.



JULY 9-13, 1986

Heritage Festival

**FORT ST. JOHN
BRITISH COLUMBIA**

UPDATE FOR JUNE

THE LARGEST FESTIVAL IN THE NORTH !

LIST OF SUPPORTERS!

Zellers
 Anna's Deli
 Frame Shop
 Totem Mall
 Leon & Thea Koerner Foundation
 Challenge '86
 Co-op
 Baker Agency
 Pre Cam Rentals
 Target Printers
 Atco Pacific
 Northern Disposal
 Northland Trailer Movers
 Northern Sewer & Sump
 Chatham Steel
 P.R.A.T.A.
 Partners in Tourism
 FSJ Rotary Club
 Petro Canada
 Employment-Immigration Cnd.
 Community Arts Council
 Historical Society
 Canada Safeway
 Westcoast Transmission
 Warner Shelters
 Rod and Gun Club
 Lions Club
 Rainbow Signs
 Elks Club
 BMX Club
 Sr. Citizens
 CP Air
 Timberline Tree Srv.
 Workshop Players
 Stage North
 Cole Productions
 CKNL Radio
 Horseshoe Club
 B.C. Pavilion

Treeline
 Alaska HWY News
 Friendly Pets
 Esteem Carpet Cleaning
 AND MANY MORE!

OPENING CEREMONIES

JULY 9th, 2:00pm

At the PETRO CANADA PERFORMANCE STAGE

The HONORABLE H. P. BELL-IRVING Officiating

The Heritage Festival '86 is a celebration of the man-made and natural resources of the North Peace. The Festival is designed to provide a hands on experience for over 21,000 visitors. The site is conveniently located around the North Peace Museum in Centennial Park.

THE HERITAGE BALL

MACKENZIE INN

Cocktails.....5:30pm
 Dinner & Wine.....6:00pm
 Guest Speaker Honorable H.P. Bell-Irving.....6:45pm
 Leave for Performance.....7:15pm
 Northern Theater Dance Society
 at the Petro Canada Performance Stage....7:30pm
 The "Dance".....9:30pm-1:30am

SOUVENIR SHOP TOTEM MALL

Friday 3-9pm; Saturday 10am-6pm

Sweatshirts.....\$17.00
 Hats.....\$7.00
 Lapel Pins.....\$2.50
 Aprons.....sht-\$12.00, lng-\$17.00
 Mugs.....\$8.00
 Posters.....\$4.00

FESTIVAL TICKETS AVAILABLE - JUNE 18

Heritage Festival '86 - Book of Passes
 It is--(\$12.00 Value) \$6.00 - Adults
 \$4.00 - Stnt/Sr.
 Ctzn

Plus other Festival Events, tickets
 available at the Art Space, 785-1986.

AT THE FESTIVAL!

Two Rodeo Dances
 Esso Outhouse Races
 Heritage Parade
 Heritage Dance -
 Sr. Cit. Hall
 Trappers Cabin
 Sportsman Show
 Black Powder Shoot
 Unique Teepees
 Balloons
 Explorer Skills
 Box Lunch Social
 Rodeo
 Museum Exhibit
 Food Fair
 Outhouse Races
 Art Show
 Carriage Rides
 Pit Barbecue
 Texas Fast Draw
 Artist
 Rotary Pipe Band
 Crafts Fair
 Pioneer Skills
 Farmers Market
 Dress It Up Contest
 Liars Contest
 Petting Farm
 Theatre Festival
 Joint Wrship Srv.
 Pioneer Tea
 Reception for
 Volunteers
 Old Printing Press
 AND MUCH MUCH MORE!

FORMS AVAILABLE
 at the Art Space and
 Souvenir Shop.

VOLUNTEERS

ALL VOLUNTEERS will be
 invited to a City of
 Fort St. John sponsored