

Shelburne organizes ahead for 2014 events

Shelburne's special events co-ordinator, Shawnette Duvall-Crouse, has won approval for a plan to save the town \$6,000 on Canada Day 2014 celebrations while, at the same time, to spend none of that for a fun-day Easter Egg hunt for the kids.

Ms. Crouse reported to town council that there are three summer events that almost coincide: Canada Day, the annual Classic Car Show, and Shelburne's 135th anniversary.

Her plans sound like a massive celebration, including all the traditional things such as fireworks along with a wide variety of entertainment.

The events would be centered at the arena and the adjoining fairgrounds.

?The day would consist of live on-stage entertainment (local bands and family entertainment), classic and antique car show, open air market, Heritage Shelburne exhibits, children's activities, wagon rides, beer gardens, free family swimming, family BBQ, local club demonstrations, birthday cake, ice cream eating contest for children and adults, mini tractor pull competition, farmapalooza, lawn mower races, fireworks display and much more.?

And all of that would be happening between 1 p.m. and dusk.

?By combining the events this saves on expenses related to road closures, policing costs, staffing costs and duplication of event rentals.? As well as saving \$6,000 Ms. Crouse predicts sales would increase by 15%.

The Easter Egg Hunt, a family affair, would be something new for Shelburne as a municipal event. It will be held at Fiddle Park on Saturday, April 12, from 1 p.m. to 4, and the hunt is designed for children aged 1 to 10.

It's not only about eggs. For the children, there would be live entertainment on stage, storytelling, a bouncy castle, and colouring contest.

There'll be a petting zoo, horse and wagon rides, and Ms. Crouse said the Easter Bunny himself will pay a visit.

Cost of the event is estimated at \$1,300 but Ms. Crouse said that cost would be covered by sponsorships.

By Wes Keller