



For Immediate Release
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**Wild Blueberry Association of North America sponsors
the Evergreen Brick Works Wild Blueberry Festival in August**

-- WBANA to supply wild blueberries for festival celebrating the harvest of this superberry --

Toronto ON. The Wild Blueberry Association of North America (WBANA) www.wildblueberries.com -- an international trade association of growers and processors of wild blueberries from Quebec, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Maine -- will sponsor the first annual Evergreen Brick Works Wild Blueberry Festival on Sunday, August 15 from 11:00 a.m. to 4 p.m, at 550 Bayview Avenue in Toronto. WBANA will host an interactive booth where complimentary recipes, nutritional information, health studies and wild blueberry samples and products will be available to festival goers and media. Featuring wild blueberry dishes from several of Toronto's top chefs, a blueberry pie contest, food vendors, kids activities and live entertainment, the festival will fête all things wild and blue.

August is wild blueberry month

In celebration of August as wild blueberry month, the Evergreen Brick Works Wild Blueberry Festival is an afternoon of activities and events for the whole family - focused on everyone's favourite blue superberry. Serving up delicious dishes prepared with wild blueberries provided by WBANA are six of Toronto's top culinary maestros including **Chris McDonald** of Cava and XOCOAVA, **Brad Long** of the Food Network's *Restaurant Makeover*, **Anthony Rose** of The Drake Hotel, **Martin Kouprie** of Pangaea and **Donna Doohar** of Mildred's Temple Kitchen. Attendees will enjoy fruit wine tasting from Southbrook Wines, a Slow Food bake sale as well as fare from local food vendors including Monforte Dairy, LPK's Culinary Groove, Mapleton's Ice Cream, The Waffle Bar, Buddha Dog and the Muskoka Brewery and fresh fruit from Bizjak Farms. For the kids, there will be a blueberry pizza baking activity, eco-crafts, face painting and a Slow Food "Kids Can Cook" workshop.

Also scheduled are live performances from a bluegrass band and graffiti artists 'Under the Radar', who will paint the Monforte Dairy truck, named Elfreida, in front of your very eyes. And, finally, not to be missed is the Blueberry Pie Bake-Off, a contest where participants bring their best pie-baking effort to be sampled and judged by celebrity panelists, with a chance to win a selection of fabulous prizes. Blueberry Pie Bake-Off contest rules can be found at <http://ebw.evergreen.ca/cal/event/blueberry-festival>.

Evergreen Brick Works program director Arlene Stein enthuses, "We are so pleased to be hosting the first-ever Evergreen Brick Works Wild Blueberry Festival with so many fantastic participants. We're always looking to promote greater awareness for healthy, sustainable living through a variety of programs, and partnering with WBANA to promote one of Canada's most bountiful and naturally occurring fruits dovetails nicely with our mandate."

To learn more about the Evergreen Brickworks and plan your next visit, consult <http://ebw.evergreen.ca/visit> for more information.

Wild advantage

Wild blueberries are distinct from their cultivated cousin not only because of the unique way they grow, but also due to their amazingly sweet, tangy taste and size. The combination of the sweet and tangy wild blueberry varieties delivers a unique flavour burst that is distinctively *wild*. The sweet fruit is balanced by the high acidity producing the perfect combination of natural flavour. The small compact size of the wild blueberry also delivers more berries per pound; more skin per ounce means more health-promoting goodness.

About WBANA

The Wild Blueberry Association of North America (WBANA) is an international trade association of growers and processors dedicated to bringing the wild blueberry health story and unique wild advantages to consumers and the trade worldwide. To learn more about wild blueberries visit www.wildblueberries.com.

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