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MEDIA RELEASE FOR IMMEDIATE RELEASE

Exciting news for Cambridge Ribfest!

April 13, 2023 - Cambridge Ribfest, in support of Rotary Cambridge Sunrise, will return August 11-13 in Riverside Park. This event will offer the same great Ribfest the community has grown to love, with the addition of a craft beer show for an enhanced experience in 2023. Enjoy mouth-watering barbequed ribs and chicken, an incredible selection of Ontario craft-brewed beer to sample, plus live entertainment and a Kids Fun Zone at the [Cambridge Ribfest & Craft Beer Show](#).

Prior to the pandemic, the Cambridge Ribfest achieved tremendous success and had become one of the leading events in Waterloo Region attracting over 25,000 people each year. With this success, Rotary Cambridge Sunrise- as a purely volunteer-run organization- identified an ongoing challenge of having sufficient resources to organize and produce this large festival at the level it requires.

With the wish for Cambridge Ribfest to continue to succeed, Rotary began proactively searching to find a party that could ensure the event has a sustainable future and alleviate the burden of running a large festival, to focus on the original and ultimate goal of fundraising to give back to the community.

To that end, we are thrilled to announce that [Impact Events Group Inc.](#) has partnered with the Rotary Cambridge Sunrise to manage the event. "We have successfully produced the *Downtown Kitchener Ribfest & Craft Beer Show* for 20 years and the *Kingston Ribfest & Craft Beer Show* for 10 years as well as many other community and corporate events. We are dedicated to the success of our events and passionate about

our commitment to the community. Working closely with Rotary Cambridge Sunrise we can ensure this community event will continue to thrive for years. It's a win-win." - *Guy Exley, Principal, Impact Events Group Inc.*

"A great event that also gives back to the community has always been the flavour of Ribfest in Cambridge, and we're happy to see Impact Events Group carry on that tradition. We welcome their expertise in hosting amazing events and appreciate their commitment to social responsibility. The 2023 Cambridge Ribfest & Craft Beer Show is sure to be a success and we're excited to be there!" - *Jen Clarke, Public Relations Chair, Rotary Cambridge Sunrise.*

Cambridge Ribfest & Craft Beer Show

Friday, August 11, noon-10PM

Saturday, August 12, noon-10PM

Sunday, August 13, noon-6PM

In lieu of admission, donations to [Rotary Cambridge Sunrise](#) will be accepted at the gate.

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