
Pelham's Summer Chill Series brings elements of Thursday Night Experience to life during pandemic

FOR IMMEDIATE RELEASE

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Pelham, ON – The Town of Pelham is launching a new Summer Chill Series event that will run from July 8 - September 2, 2021. The event retains elements of its popular Thursday Night Experience with scaled-back offerings in line with Public Health guidelines and regulations regarding the COVID-19 pandemic.

With the summer season's usual festival and events scheduled on hold, Town staff developed a virtual and in-person plan to engage the community during the reopening steps outlined by the Provincial government.

"When it became clear the summer schedule was not going to resemble our usual calendar of events, we pivoted to a blend of in-person and virtual elements of what residents have come to enjoy in the past," said Stephanie Yole, culture and community enhancement programmer. "The Summer Chill Series is similar in feel to our traditional Thursday Night Experience, but reduced in size and scope to manage the health and safety regulations."

The two main components of the Series are:

1. **Summer Chill Eats.** A culinary market highlighting Pelham's local establishments hosted in Peace Park from 4-9 p.m. Limited seating is available, and local entertainment is provided by the Niagara Symphony. Reservations are required.
2. **Summer Chill Challenge.** A virtual scavenger hunt to discover all the ways to chill in your own backyard this summer. This interactive event allows residents to complete missions to gain points to win Pelham-inspired prizes. The event is hosted in partnership with the Welland/Pelham Chamber of Commerce and facilitated through the free GooseChase app.

Discover all the ways to Chill in Pelham this summer and stay at partnering hotel Best Western Plus. The Summer Chill Series is made possible by partnering with the Niagara Region Economic Development Department and sponsorship from XplorNet. For more information on the Summer Chill Series or how to make picnic table reservations, visit www.pelham.ca/summerchill or contact Stephanie Yole at 905-892-2607 x341.

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For media inquiries, please contact:

Marc MacDonald

Communications and Public Relations Specialist

905-892-2607 x309

mmacdonald@pelham.ca