

Smiling Land Foundation Announces 2017 Rockin' Big Give: A celebration of Canada's Youngest Province during Canada's 150th Anniversary Year

- **Rockin' Big Give 2017 to be held March 31, 2017, on the anniversary of the day Newfoundland and Labrador joined Confederation**
- **Special Musical Guests Alan Doyle and the Beautiful Gypsies**
- **Culinary delights from Celebrity Guest Chef Todd Perrin of Mallard Cottage**
- **Proceeds to go to two worthwhile Newfoundland and Labrador Charities: The Resource Centre for the Arts/LSPU Hall and The kANGIDLUASUK Student Program at the Torngat Mountains Base Camp**

(Dec 20, 2016, St. John's/Toronto) On March 31, 2017, the Smiling Land Foundation will host the latest Rockin' Big Give in Toronto, live at The Concert Hall, with a night of music from Alan Doyle and the Beautiful Gypsies and culinary delights from Celebrity Guest Chef Todd Perrin of Mallard Cottage.

This year, the Board of Directors of the Smiling Land Foundation is proud to have chosen two worthy, diverse organizations as the 2017 recipient charities: The Resource Centre for the Arts/LSPU Hall & The kANGIDLUASUK Student Program at the Torngat Mountains Base Camp in Nunatsiavut Labrador. The Resource Centre for the Arts has been the heart of culture and entertainment in downtown St. John's for generations, inspiring and entertaining talent and the community while preserving and fostering our cultural heritage. The kANGIDLUASUK Student Program is dedicated to providing positive, meaningful, and transformative opportunities for Inuit youth in the region.

Known as a fun event that showcases the unique and inviting culture and hospitality of Canada's youngest province, the Rockin' Big Give has raised more than \$1.5 million dollars for Newfoundland and Labrador charities since its inception in 2008.

In 2017 the Rockin' Big Give is celebrating two very special events: Canada's 150th anniversary year and the 68th Birthday of Canada's youngest Province. Newfoundland and Labrador joined Confederation at 11:59 p.m. on March 31, 1949. Join us at the Rockin' Big Give to celebrate this historic occasion and discover the renowned music, food, and community spirit of Newfoundland and Labrador.

Quote:

Smiling Land Foundation Chair and Founder Paul Sparkes says that, "Supporting causes and campaigns that make a difference in Newfoundland and Labrador has always been the heart of our work in the place we call home. This year is a unique opportunity to celebrate Canada's youngest province during Canada's 150th anniversary year, while supporting two worthy Newfoundland & Labrador charities that preserve our sense of place artistically, historically and geographically while also inspiring the next generation through youth programming."

Sponsorship and ticket information for the event is available online: <http://www.smilingland.ca>

Media Contact:

For the Smiling Land Foundation

Karen Moores

karen.moores@towngroup.ca

709-351-7072