

business



Photo contributed

Langley's annual International Festival draws participants from a wide variety of cultural backgrounds. This year, the committee is hosting a wine and cheese evening in advance of the festival to bring together culturally diverse businesses.

Mixing business and culture

Participants sought for May 14 marketing event

The Langley International Festival Committee and the Hampton Inn have announced a unique marketing event for the Langley business community.

They have planned an exclusive wine and cheese evening to bring diverse businesses together to network and discuss commerce issues while promoting cultural values.

There will be a wine tasting presented by the Fort Wine Company and live music by a steel drum band Panacea. This is more than the usual business mixer.

It's a rare opportunity for Langley businesses to connect in a venue to share their cultural and business ideals while becoming part of a larger campaign to build healthy and respectful ethno-cultural communities and eliminate racism.

The event will take place Monday, May 14, at the Hampton Inn, 19500 Langley By-Pass. Doors open at 6 p.m.

The evening will provide a veritable marketplace to shop around business ideas and also link like-minded cultural companies.

It will focus largely on the many business benefits from becoming involved with Langley's first annual International Festival to take place July 21, at Douglas Park.

The festival is the centerpiece of a newly created civic committee called the Anti-Racism and Multiculturalism Task Force, supported by both the City of Langley and Township of Langley municipal governments.

Its mandate is to focus on ways to create ongoing multiculturalism awareness and education.

The festival and events leading up to it will aid in the promotion of these goals.

Members of the Langley business community with

an ethnic focus in their organization and cultural advocates will benefit from this informative evening.

Annette Blenkarn of NSpireAll Branding and event organizer says that the Langley International Festival is something fresh and exciting that is accessing a new and unique market while supporting the local community.

"The wine and cheese event will definitely be stimulating and will

highlight ways to maximize business opportunities and display good corporate citizenship as a sponsor of the festival."

There are numerous opportunities for local promotion in the newspaper, festival program, and festival website.

There is also going to be a scavenger hunt that will offer sponsors press exposure while increasing customer traffic to their doorstep.