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FOR IMMEDIATE RELEASE

New Look for FESTIVAL POSTER At the Toronto Ukrainian Festival in Bloor West Village September 18 – 20, 2009

(Toronto, ON) In its 13th year, the Toronto Ukrainian Festival is updating its look. “We commissioned Toronto artists Oleh Lesiuk and Diana Melnychenko to create a poster that would reflect the spirit of North America’s largest Ukrainian street festival including the many activities found at the Festival” said Anna Heychuk, the Festival’s marketing director. Lesiuk and Melnychenko are originally from Lviv, Ukraine and Oleh Lesiuk is the president of the Ukrainian Association of Visual Artists of Canada. Heychuk added “This new design will be used not only on our regular posters, but on postcards, flyers, Toronto Subway posters, T-shirts, street maps, inserts and more”.

As well, Festival President Jurij Klufas commented, “We are very pleased to be working with members of the Ukrainian Association of Visual Artists of Canada and benefiting from their expertise in creating a professional updated look for the Festival. We look forward to a terrific Art Show Sale and Workshop by this group in 2009”.

This festival is a wonderful experience for the entire family. Take the TTC subway and exit at either JANE St. or RUNNYMEDE St.

**For more information and a list of host hotels: www.ukrainianfestival.com
Leave a voice message at 416.410.9965**

