



MISSISSAUGA
Italfest
CELEBRATING ITALIAN HERITAGE
10TH ANNIVERSARY

AUGUST 12-13, 2022 | Celebration Square | Mississauga, ON



MISSISSAUGA ITALFEST

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Mississauga's Premier Festival

Mississauga ITALFEST is Mississauga's first and premier Italian festival. Named one of the Top 100 Festivals & Events in Ontario, since its inaugural year. ITALFEST takes place annually in August and is a free event celebrating the beauty of Italian heritage and culture.

Featuring delicious food and crafts from a variety vendors and artisans, cultural and family-oriented activities, entertainment from local and international talent, a thriving "mercato" (market) and more. The festival spotlights a community rich in heritage, entertainment. Food, family fun and diversity in Ontario.



"Mississauga is proud to be home to a vibrant Italian community who have helped build Mississauga into the world-class city it is today."

— Mayor Bonnie Crombie, City of Mississauga



AN EPICENTER OF ITALIAN CULTURE

CELEBRATING CENTURIES OF TRADITION



Heritage

A celebration of culture with traditional dance performances, bocce and scopa tournaments, soccer challenges, displays of art and historical piece and a tribute to the featured Region.



Entertainment

Live concerts by legendary Italian artists direct from Italy. Performances from local and emerging Italo-Canadian talent, and a variety of family entertainment for all ages to enjoy.



Culinary

Culinary experts, celebrity Chefs live cooking, food demos, pasta and watermelon eating contests, and a variety of incredible vendors of authentic Italian and International selection.



Artisans

A thriving marketplace of independent local vendors displaying merchandise, creations and crafts. From jewelry to pottery, clothing to framed prints, and popular services.



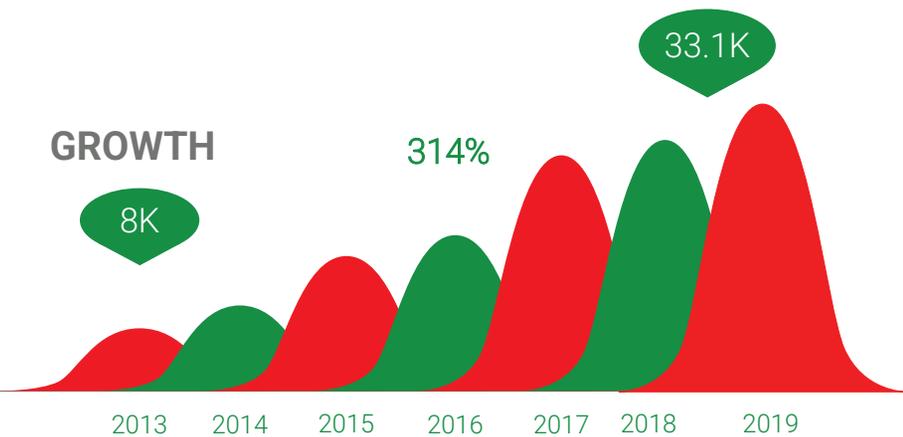
ATTRACTING OVER 33,100+ ATTENDEES

FROM MISSISSAUGA, THROUGHOUT ONTARIO AND ACROSS CANADA & USA

AUDIENCE PROFILE



GROWTH



MISSISSAUGA ITALFEST COVID 2020-2021 STATS

A Virtual Taste of Mississauga Italfest

Facebook – 39,750 Views; 88,748 People Reached; 6,815 Engagements

From those views, 93.6% were from Canada, 1.2% were from the USA and 1.4% from Italy.

YouTube – 573 Views

Ferragosto Picnic

YouTube – 87 Views

Italian Heritage Month – Flag Raising (English and Italian)

YouTube – Total of 104 Views

Facebook – 883 People Reached, 211 Engagements

Website Stats

In 2019, our last live festival we had 51,000 page views to the website. During Covid in 2020 and 2021 we were happy to realize over 20,000 page views.

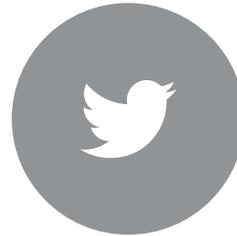


ENGAGING THE COMMUNITY

ONLINE AND THROUGH SOCIAL MEDIA



FACEBOOK
/mississaugaITALFEST



TWITTER
@MissITALFEST



INSTAGRAM
mississaugaitalfest

In 2019's live festival, our social networks increased 18%, represented by an 8% growth on Facebook, 7% growth on Twitter and 75% growth on Instagram. In the months leading up to the event, our website traffic generated more than 51,000 pageviews while marketing and media efforts resulted in more than 8.1M impressions. Our 2021 Virtual Taste Of Mississauga Italfest saw a significant 50% increase of Facebook engagement, the most popular choice to view the production.



A TASTE OF FOOD, WINE, ART & HERITAGE

EXPERIENCE SOME OF ITALY'S FINEST IN THE HEART OF MISSISSAUGA



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ENTERTAINMENT FROM INTERNATIONAL TALENT

AND LOCAL EMERGING ARTISTS



MANUELA VILLA | HEADLINER 2022



PAST PERFORMERS & ENTERTAINERS INCLUDE:

I Santo California
 Bobby Solo
 Flag Throwers of Faenza
 I Cugini di Campagna
 Sandro Giacobbe
 Frank Spadone
 Rosina Parmiggiano
 Guido Grasso
 Charles Di Raimondo
 Viva Trio
 DJ Danny D
 Mary Panacci
 Frankie Cole and The Four Wanderers
 Victoria Fragomeni
 Marcello Colasurdo
 Fred D'Angelo
 Dik Dik

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EXCITING EVENTS & INTERACTIVE ACTIVITIES

COMPETITIVE AND RECREATIONAL FUN FOR THE WHOLE FAMILY

BOCCE & SCOPA
TOURNAMENTS
-
YOUTH SOCCER CHALLENGE
-
DANCERS
-
HERITAGE & CULTURAL
CENTRE



FACE PAINTERS
-
COOKING DEMONSTRATIONS
-
PASTA & WATERMELON
EATING CONTESTS
-
KIDS PIZZA MAKING
WORKSHOP
-
KIDS ZONE



ALWAYS IN GOOD COMPANY

JUDGING BY SOME OF THE SPONSORS, COMMUNITY PARTNERS AND FRIENDS WE KEEP



WHAT THEY ARE SAYING

A FEW WORDS FROM OUR BIGGEST SUPPORTERS



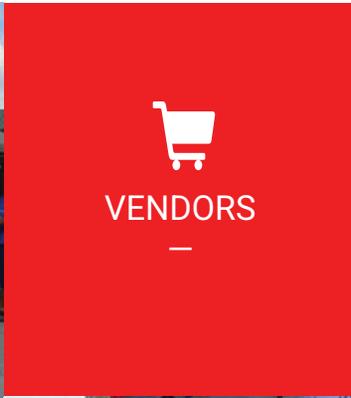
“ Mississauga ITALFEST is a highly anticipated festival, a jewel in our city’s line up of premier events throughout the summer and one that I am extremely proud to support. ”

BONNIE CROMBIE
MAYOR, CITY OF MISSISSAUGA



“ Mississauga ITALFEST is an outstanding event. It is a valuable contribution to the city of Mississauga and is enjoyed by all who attend, regardless of age or ethnicity. ”

LENNY LOMBARDI
PRESIDENT, CHIN RADIO/TV
INTERNATIONAL





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