





### Who are we?

CEHA is a non-profit organization aiming at increasing the Canadian society's awareness of Egyptian culture and highlighting the Egyptian community's role in modern Canada.

# Our Mission

- •Establish and increase awareness of the Egyptian culture among Canadians
- •Highlight the Egyptian community contribution in modern Canada
- •To bring 50K+ visitors into the celebration square for the Egyptian Festival





# Our Board

A well established diverse group of Egyptian immigrants that share the love for both Canada and Egypt.



Pharmacist Magdy Nashaat

President



Dr. Hany
Shenouda
Vice President



Mr. Albert Fahmy

Public Relations
Coordinator &
CFO



Pharmacist Magdy Yashoo

Board Member Director



Dr. Mohyi Shaker

Board Member Director

# Exploring Our Story







Member of Provincial Parliament Sheref Sabawy

2019



CEHA came to birth in 2019 as a result of Bill 106 which was introduced by Member of Provincial Parliament for Mississauga Erin Mills, SherefSabawy, to declare the month of July of every year as month to celebrate the Egyptian Heritage in Ontario.



Sheref Sabawy is the first elected official of Egyptian origins to be elected in Canadian History.



We established CEHA to be the first and cornerstone association for Egyptian Heritage awareness in Canada.



The first Egyptian Festival in Celebration square in 2021





# Our Goals



Raising awareness of the Canadian - Egyptian contribution to Canada



Musical concerts and forums, Theatre Plays, Operetta and Movies



Joint educational and cultural events with Canadian and Egyptian academia and schools.





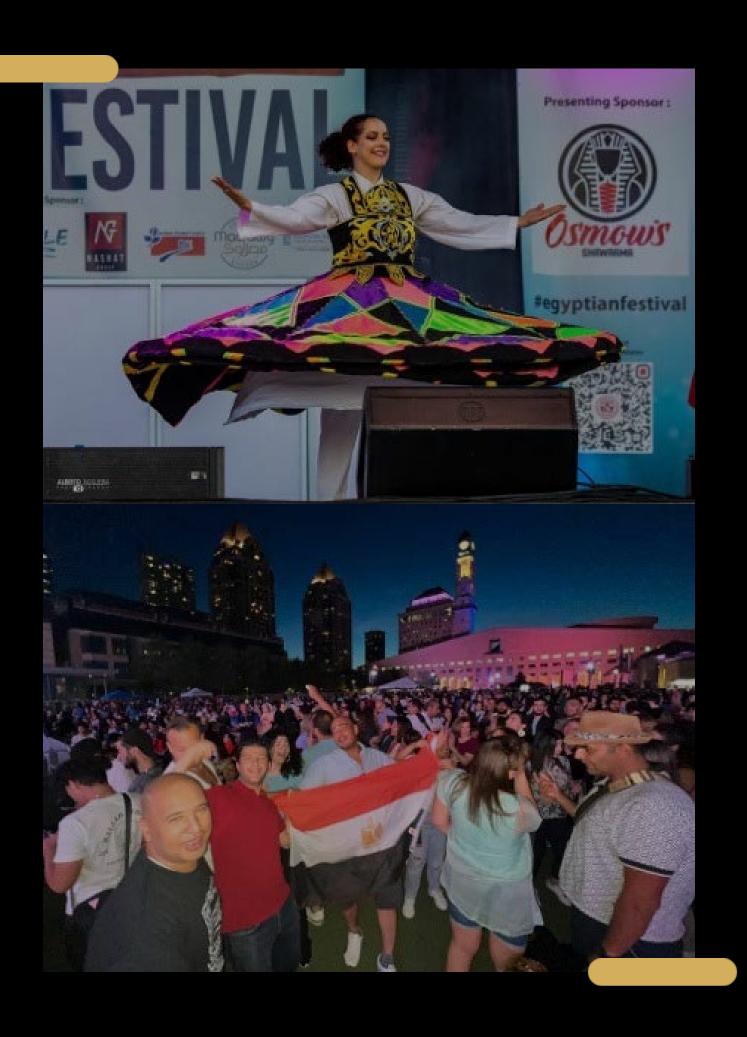
### The first of our successes

- Held Egypt's first Flag raising at Queen's Park in Canadian History for 5 years in a row
- In July 2021, The CN Tour in Toronto was light up for Egypt's National Day with the Colors of the Egyptian Flag
- Hosted a total of 5 successful festivals

# Our Mission

# ESTABLISHNG THE EGYPTIAN FESTIVAL





# The First Egyptian Festival at the square2022

With only 2 weeks to prepare we were able to:

- Established the Egyptian Festival in Celebration Square in Mississauga with 10k+ attendees.
- Sponsored an Open House Weekend for the Egyptian Museum in Mississauga.
- Through this experience we were able to truly get a sense of how to best use the square





The Largest Egyptian Festival in North America

Exceeded all expectations

## Targets set for 2023

Based on the activities and feedback recieved. We are expecting to have the follwing



100 Vendors



35k+ Visitors



50,000+ Meals



250K Social Media Engagement

## ALL Targets Reached

and exceeded



75 Vendors



55k+ Visitors



150,000+ Meals



750K Social Media Engagement **OBITUARIES** 

بكندا، ألف حمد وألف شكر ليك يارب».



الوطن

### Egyptian festival in Mississauga will bring dances, live music and this weekend

Presented by the Canadian Heritage Association, the festival will be featuring international and from Egypt, Canada and the U.S.

By Qiam Noori Mississauga News

@ Article was updated Aug 24, 2023











Thank You!

Listen -

### MISSISSAUGA NEWS: EGYPTIAN FESTIVAL IN MISSISSAUGA WILL BRING DANCES, LIVE MUSIC AND MORE THIS WEEKEND

Posted by Martys HUB | Aug 24, 2023 | Festivals | 0 ● | ★★★★





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SEARCH ..

MUSIC CREATION PROJECTS IS NOW OPEN FOR APPLICATIONS ONTARIO ARTS COUNCIL February 6, 2024



### مروة ناجي تروّج لحفلها في كندا

وروّجت المطربة مروة ناجى منذ أيام عبر حسابها بد «إنستجرام» لحفلها الغنائي في كندا، قائلة: «سعيد بكندا، وبتشرف بتمثيل بلدى مصر، وسعيدة إنى هدَ التراث المصرى في أمريكا الشمالية، والذي تنظمه ـ هستنى كل الجالية المصرية والعربية ننبسط ونغنى



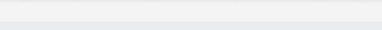
### ثقافة وفن

عمر كمال يرفع علم مصر بحفله بكندا والجمهور يردد "يا حبيبتي يا مصر"

🕓 الأحد 27/أغسطس/2023 - 03:06 م

ي راندا جمعة



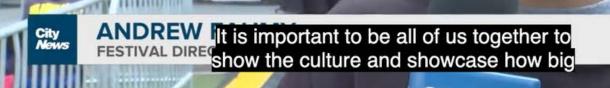


الرئيسية / البوابة ستار

بالصور.. مروة ناجى تتألق بحفلها في كندا وسط حضور كبير للجاليات العربية

🚨 ريهام وجدى 🛮 الخميس 31/أغسطس/2023 - 12:26 ص





Education culture on full display in Mississaura





## VIDEO IN PROGRESS

# Targets for 2024

Based on the activities and feedback recieved. We are expecting to have the follwing



100 Vendors



100,000k+ Visitors



250,000+ Meals



2 Million Social Media Engagement



# Why Celebration Square

Infrastructure

Capacity

Location

Familiarity





# Thank you for batesian!