

Rotary Ribfest at new location this year

The Bolton Rotary Ribfest, Rotaryfest, will be held from Aug. 19 to 21 at Caledon Town Hall Park in Caledon East.

When the club started Bolton Rotary Ribfest in 2013, they had no idea it would be such a successful event. The second and third year saw growth, momentum and community support that was both overwhelming and humbling.

This year, the biggest challenge is how can they make the event even better in 2016.

Starting this year, the event is being renamed Rotaryfest, reflecting the evolution from a 'ribcentric' event to a food and music festival.

The new site has ample paved parking, improved lighting/infrastructure, and larger grounds to help accommodate the growing crowds. There will also be a free shuttle service in multiple locations, making this event even more accessible for all Caledon residents and beyond.

Alongside the award winning ribbers, they will be featuring a brand new food truck alley with a much larger variety of all types of food.

There are also several new sponsorship packages available, including the ability to broadcast company commercials via the LED display, plus an integrated social media campaign.

For specific details, visit the website at www.boltonrotaryfest.ca or contact Scott Fraser at scottjambo@gmail.com or 416-629-7180.