

For Immediate Release
18-015

June 15, 2018

BC FERRIES PROUD SPONSOR OF PRISMA FESTIVAL IN POWELL RIVER

VICTORIA –BC Ferries returns for the third year as the title sponsor of the 2018 Pacific Region International Summer Music Academy (PRISMA) Festival in support of enthusiastic and skilled young musicians. The Festival is being held in Powell River now through Saturday, June 23.

Established in 2012, the PRISMA Festival and Academy attracts world-renowned guest artists and top international music students. PRISMA draws over 5,000 concertgoers from B.C. and beyond to daily musical events, symphony and chamber music concerts, master classes and student recitals. The PRISMA Festival Orchestra, the highlight of the festival, performs three full symphony concerts.

“We’re proud to support young musicians and the Powell River community through the PRISMA Festival,” said Janet Carson, BC Ferries’ Vice President of Marketing and Customer Experience. “Our contribution helps showcase the beautiful coastal community of Powell River to local and international students and families.”

Festival highlights include the Symphony Evening Concert on June 15; PRISMA on the Beach on June 16; Chamber Music Concert on June 21 and Symphony Evening Concert on June 22. On June 23, festivalgoers on board the Salish Orca will be treated to live music from Cathy Reckenberg and the Ceilish Fiddlers on the Symphony Cruise as they make their way from Comox to the Matinee Concert in Powell River.

“PRISMA is honoured and thrilled to have the generous support of BC Ferries once again this year,” said Arthur Arnold, PRISMA’s founding music director. “We are not only united through sponsorship, but also by function: at the heart of what we do is transporting people—be it musically or physically—to new and beautiful territory.”

To book your PRISMA Festival Getaway in Powell River or find out more about BC Ferries Vacations packages on the Sunshine Coast, visit bcferries.com/vacations. For BC Ferries’ schedule information, visit bcferries.com. For information on the 2018 PRISMA Festival visit prismafestival.com.

– 30 –

Media Contact:
BC Ferries, Media Relations
Victoria: (250) 978-1267

Customer Contact:
Victoria: (250) 386-3431
Toll-free: 1-888-BCFERRY (1-888-223-3779)