

News release
For immediate release

**Celebrations galore as festive events
return to the Townships!**

**Sherbrooke, Wednesday, June 1st, 2022 –** Good news for music lovers, foodies and culture vultures! After a two-year hiatus, festivals are making a comeback. Several new events are also being launched in time for the holiday season. As well, this year sees a number of significant anniversaries being celebrated at some of our key attractions. In short, there’s something for everyone – young and old!

**MARK YOUR DIARY**

**Sherbrooke t’en bouche un coin - showcasing local cuisine**

[Sherbrooke t’en bouche un coin](https://stebuc.com/), which is being held at the Marché de la Gare in Sherbrooke, from June 9-12, showcases local cuisine. Food tastings, samplings of wines and spirits, outdoor cooking and much, much more…

**A brand-new storytelling festival in Orford**
In mid-June, the village of Cherry River will be abuzz with a brand-new storytelling festival. Entitled OFFO, it runs from June 15-19. On the program are storytelling shows, storytelling walks, musical performances and art installations.

**Festival du thé - tea and activities**

[Le Festival du thé des Cantons](https://www.chemindescantons.qc.ca/fr/activites/festival-the-cantons.php?msclkid=cba3d84dcfa411ec86c26e468cff6708) (the Townships Tea Festival) is being celebrated at four different venues – Uplands Cultural and Heritage Centre, the Scott Tea Room, the Beaulne Museum and the Colby-Curtis Museum – each of which will be organizing a number of activities. Offerings include English-style afternoon teas, a dose of history and discussions, themed around this eternally popular beverage. (This is the 2nd edition of the Festival.)

**Big names at the Soif de Musique Festival**
[Soif de Musique](https://soifdemusique.com/) is returning to Cowansville with an exciting line-up of big names - Charlotte Cardin, Fouki, Cœur de Pirate, Les Cowboys Fringants and a number of other major entertainers. (July 7-10).

**A ‘slow living’ festival in Lac-Mégantic**
Lac Megantic’s cultural life is being augmented this summer by the Festival Colline, a mini-fest themed around slow living (August 11-14). Festival Colline takes its inspiration from Cittaslow, an international movement (it originated in Italy) that promotes the philosophy of how ‘slow food’ contributes to the quality of life. Lac-Mégantic is the only community in Quebec that meets the specific criteria. As well, the town’s renowned theatre - Chapelle du rang 1 – is reopening its doors this summer, to host famed entertainers Ariane Moffat, Fanny Bloom and Martha Wainwright.

**Fête des vendanges is back with a bang!**
Themed around Pastilles & Papilles, [la Fête des Vendages](http://fetedesvendanges.com/) is coming back, bigger and better than ever! More than 80 exhibitors are expected to participate. They represent wineries, microbreweries, distilleries, food producers. agritourism destinations and artisans, from all around Quebec. Access to the site is free, as is the entertainment, food demonstrations and the Bistro SAQ. (September 3, 4 and 5 and September, 10 and 11, 2022.)

**Les Correspondances d'Eastman**
In previous years, [Les Correspondances d'Eastman](https://lescorrespondances.ca/) organized events to showcase reading and writing, at different locations around the village This year, the topics are the same, but the format is slightly different. Most of the events will take place at the Théâtre La Marjolaine, Eastman’s iconic theatre. This is the 20th edition of the Correspondences and it runs from September 9-11.

**…other events to note :**

* [Spirituo](https://corpomagog.ca/spirituo) – showcasing regional microdistilleries. Downtown Magog, June 4-5.
* [Le Festival Orford Musique 2022](https://www.orford.mu/) – June 9-August 12, in Orford.
* [Bromont Blues](https://tourismebromont.com/bromont-blues-28juillet/) returns. This is the 5th edition of the Bromont Blues concert series and it takes place at the Public Square in Old Bromont. Starting June 30 (6pm-8pm).
* The [Fête du Lac des Nations Promutuel](https://fetedulacdesnations.com/) is in its 41st year. The venue is Jacques-Cartier Park in Sherbrooke and the festival runs from July 9-24.
* [Festiv’Arts Caribéen de Magog](https://www.facebook.com/festivartscaribeenmagog/) is a celebration of all things Caribbean. Magog, between August 5-7.
* The [Festival international de la chanson de Granby](https://ficg.qc.ca/) during which many (now famous) singers have been discovered, takes place between August 7 and 27 in Granby.
* [Festival l’Esprit de Potton](https://potton.ca/events/festival-lesprit-de-potton/) - celebrating the spirit of Potton (August 12-13).
* [Festival de bière La Grande Coulée](https://grandecoulee.com/) – a beer festival at Mont Orford, from September 16-18.
* [La Virée gourmande des Comptonales](https://www.comptonales.com/) – Showcasing the region’s agri-food industry and the rich culture of the Eastern Townships. Compton, between October 8-10.
	+ Le Marché de Soir des Comptonales - an evening market focusing on different themes operates every Thursday, from 4pm-7pm.
* And many more….!

**ANNIVERSARY CELEBRATIONS**

**A quarter of a century for LAMRAQ!**
2022 marks the 25th anniversary of the [L’Association du Marais-de-la-Rivière-aux-Cerises](https://maraisauxcerises.com/) (LAMRAC). The association, which manages Magog’s wetlands, is commemorating the occasion by organizing a number of free activities.

**45 years since Spa Eastman’s founding**
Four and half decades have passed since Spa Eastman opened its doors, making it the oldest spa in Canada! To celebrate the anniversary of its founding, the Spa is constructing four new, eco-friendly pavilions, adding to the number of accommodations. Named the OASIS project, the buildings will be constructed with sustainable materials, using thermal energy for heat.

**The Appalachian Corridor – 20 years in the making**

The Appalachian Corridor ([Corridor appalachien](https://www.corridorappalachien.ca/)) celebrates its 20th anniversary in 2022. Articles and events tracing the development of this conservation group, will show how much it has grown over the years, thanks to the wide network of organizations and volunteers who have helped to make its dream to protect the environment become a reality.

**The Yvonne L. Bombardier Cultural Centre marks 50 years**

On July 2, Valcourt’s Yvonne L. Bombardier Cultural Centre will be marking its 50 years anniversary with a major artistic event. This summer, there will also be a new exhibition entitled *Ensemble,* which, as the title suggests, bring together the work of four artists, who explore the concept of communities and the interactions between people. During the event, visitors can also participate in a ‘seek and find’ activity (*Cherche et trouve*) and wander along a nearby walking trail (*À la découverte du parc)*.

**About Tourism Eastern Townships**

*Tourisme Cantons-de-l’Est (Tourism Eastern Townships) is one of 22 tourism associations (ATRs) in Quebec and the official representative of Quebec's Ministry of Tourism in the Eastern Townships. Since 1978, the TCE’s mission has been to promote tourism development, marketing the region within Quebec and internationally. TCE brings together more than 500 members throughout the 9 regional county municipalities (MRCs) and in all sectors of the tourism industry: accommodation, restaurants, attractions, activities and events.*

*The Eastern Townships is the fourth most popular tourist destination in Quebec. The region attracts some 10 million visitors every year, accounting for 6.5 million overnight stays and spending more than $900 million annually. The tourism sector is also the region’s fourth largest employer, accounting for 20,000 jobs.*

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