



Contact: Kevin McHale
Executive Director, Downtown BIA
613-230-0984 | kevin@hellodowntown.ca

PRESS RELEASE
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DOWNTOWN BIA
ANNOUNCES RIBFEST 2025

Ottawa, ON — May 20, 2025 – The Downtown BIA and Sparks Street Mall Authority announce the return of the original Ottawa Ribfest for five days of award-winning local food, live entertainment and community building. This family-friendly event takes place on Sparks Street from May 28 to June 1, 2025, and welcomed over 300,000 visitors in 2024.

“Ottawa Ribfest is exactly the kind of street-level activation that helps make downtown a more vibrant destination to visit, dine, and explore,” said Kevin McHale, Executive Director of Downtown BIA. “Events like this are part of our broader effort to bring more visitors and locals downtown, and to support local business. Food brings people together, and we are grateful to our agriculture sponsors.”

Downtown BIA acknowledges the Canada Pork Council (CPC) and Canada Meat Council (CMC) for their sponsorship of this signature event.

“We are pleased to support Ottawa Ribfest as a sought-after culinary and community event”, said Stephen Heckbert, Executive Director of the Canadian Pork Council. “The Canadian pork sector contributes over \$7 billion annually to our economy, supports over 100,000 jobs across the country, and exports to some 75 countries. Ottawa Ribfest is a natural extension of our mission to connect locals with an industry that helps feed the country from coast to coast.”

For more event information, visit: www.sparkslive.com/ribfest

About the Downtown BIA:

The Downtown BIA is a non-profit organization dedicated to enhancing the prosperity of Ottawa’s downtown core. Serving as the collective voice of the downtown business improvement area, the BIA works to support businesses, property owners, and stakeholders in promoting growth, revitalization, and engagement. Its mandate is to steward economic and community development, destination development and advocacy efforts. **Visit:** www.hellodowntown.ca

About Sparks Street Mall Authority:

The **Sparks Street Mall Authority** mandate is to manage historic Sparks Street as an attractive destination, and vibrant outdoor experience for pedestrians. Priorities in public realm, placemaking and programming celebrates local and national cultures, for an inclusive, accessible and welcoming environment for all.
Visit: www.sparkslive.com

About Canada Pork Council (CPC):

The Canada Pork Council (CPC) is the national voice for pork producers in Canada. A federation of nine provincial pork organizations representing 7,000 farms, the organization plays a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector. The CPC serves its membership through national and international advocacy efforts as well as through the development and implementation of initiatives, such as food safety, animal care and health, traceability, environment and sustainability, international trade and nutrition.

About the Canadian Meat Council (CMC):

The CMC serves as the national voice for the meat industry, representing federally inspected meat packers, processors, and suppliers of goods and services across the entire meat supply chain. As an industry association, CMC provides advocacy on behalf of its members and works to secure and improve Canada's global meat competitiveness. CMC also promotes a balanced diet which includes high-quality and nutritious Canadian meat. CMC provides services to its members with four key priorities: Regulatory Compliance, International Trade, Public and Stakeholder Engagement, and Member services.