

SURREY KHALSA DAY PARADE

SURREY VAISAKHI PARADE ANNOUNCES CHANNEL PUNJABI AS OFFICIAL BROADCAST PARTNER

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SURREY, BC – Organizers of the annual **Surrey Vaisakhi Parade**, taking place on **April 23, 2016**, have announced **Channel Punjabi** as the Official Broadcast Partner of the event, the largest Vaisakhi Parade outside of India. Each year in excess of 250,000 people come together in Surrey at this free, family-oriented event that marks one of the most important dates in the Sikh calendar, the birth of the Khalsa.

“We’re excited to have been named the official TV partner for this globally important event,” says Channel Punjabi General Manager Pary Dulai. *“We plan on elevating the television coverage with a full live broadcast of the event from within the parade itself as well as extensive coverage leading up to Parade day.”*

As the official broadcaster, Channel Punjabi will be the only television station broadcasting live from a float within the Parade itself. Hosts will conduct interviews and commentary along the route.

Channel Punjabi is a Punjabi language broadcaster with stations in Surrey, Calgary, Edmonton and Toronto in Canada. The station is broadcast on Rogers Channel 853, Shaw Channel 540, Bell Channel n Canada and has affiliates in other countries including India and New York. Channel Punjabi blends music, talk shows, current events and religious programming into a diverse daily schedule.

For more information about the event including the Parade route visit: www.surreyvaisakhiparade.ca.

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