

MISSISSAUGA

Italifest

CELEBRATING ITALIAN HERITAGE

IN THE PRESS



About Us



The vibrant and culturally rich city of Mississauga played host to the much-anticipated Italfest 2023 on August 11th and 12th, transforming the heart of the city into a celebration of Italian heritage, art, music, and cuisine. The event, which took place at the picturesque Celebration Square, drew in a diverse crowd of locals and visitors alike, all eager to partake in the festivities and immerse themselves in the essence of Italy.

CULINARY DELIGHTS: One of the major highlights of Italfest was undoubtedly the delectable array of Italian cuisine on offer. Food stalls lined the festival area, offering a mouthwatering assortment of traditional Italian dishes. Attendees had the opportunity to savor classic favorites like pizza, pasta, gelato, cannoli, and a variety of regional specialties. The aroma of freshly cooked dishes wafted through the air, tempting taste buds and providing an authentic Italian dining experience.

COMMUNITY ENGAGEMENT: Italfest 2023 emphasized community participation, with over 150 volunteers from Mississauga and neighboring areas contributing to the event's success, highlighting the communal spirit that the festival fosters.

SOCIAL MEDIA REACH: Italfest generated considerable buzz on social media platforms, with the event's official hashtags trending locally and generating over 35,000 posts and interactions across various social media channels.

ART & ENTERTAINMENT: Art enthusiasts were treated to a captivating showcase of Italian artistry. From live painting demonstrations to exhibitions of contemporary and traditional artworks, the festival provided a platform for local and international artists to display their talents. Performances by Italian musicians, dancers, and theater groups kept the audience entertained throughout the event, showcasing the diversity and richness of Italian performing arts. Performances included direct from Italy Sandro Giacobbe and Marina, Voici Grande, DJ Danny D and many more!

Media Mentions - Summary



Publication	Published	URL
CHIN Radio		https://www.chinradio.com/italfest
Family Fun Canada		https://www.familyfuncanada.com/toronto/mississauga-italfest/
Festivals and Events Ontario		https://festivalsandeventsontario.com/latest-events/mississauga-italfest
Festivals Toronto		https://festivalstoronto.com/events/mississauga-italfest/
InSauga	Published: August 12th (2022)	https://www.insauga.com/10th-mississauga-italfest-kicks-off-tonight-at-celebration-square/
Marty's Hub		https://www.martyshub.com/event/mississauga-italfest-2023/2023-08-11/
Mississauga.com	Published: August 9th	https://www.mississauga.com/news/things-to-do-in-mississauga-this-weekend-aug-11-13/article_7cb05062-c0f1-517b-9b22-09a39fc65497.html
To Do Canada		https://www.todocanada.ca/city/toronto/event/mississauga-italfest-ferragosto-city/

Media Mentions - Websites



Chin Radio

Reach: CHIN reaches over 100 cultural communities in more than 50 languages within the greater metropolitan Toronto and southern Ontario areas on CHIN FM 100.7, CHIN AM 1540, & CHIN FM 91.9, and over 18 languages and cultures in the Ottawa/Gatineau region on 97.9FM CJLL.

Mississauga ITALFEST



Mississauga ITALFEST is excited to welcome back Presenting Sponsor CHIN Radio/TV and International Star, Sandro Giacobbe - direct from Italy - at Mississauga Celebration Square This Summer!



Media Mentions



Family Fun Canada

Reach: Approx. 15,000

Mississauga Italfest is a free festival sharing an authentic taste of Italy and highlighting fun Italian experiences, including celebrity chefs, heritage and cultural displays, food eating contests, soccer challenges, and Bocce ball and Scopa card tournaments. There are also 60 food, market and artisan vendors, plus a Friday night dance party under the stars, and a live kids stage with interactive family activities.

Mississauga Italfest

When: August 11-12, 2023

Time: Friday 5:00-11:00pm, Saturday 12:00-11:00pm

Where: Celebration Square, 300 City Centre Drive, Mississauga

Website: www.mississaugaitalfest.com

Celebrate life in the GTA with our full list of Festivals in Toronto and surrounding areas [here!](#)

Categories: [Past Events](#)

Tags: [August](#)

Media Mentions



Festivals and Events Ontario

Reach: 14.5M Residents +
28M annual visitors who are ready to explore and experience the wonders of festivals and events in Ontario.




Mississauga Italfest

REGION 5: Greater Toronto Area > 300 City Centre Drive, Mississauga, ON > Mississauga Celebration Square

11 Aug. - 12 Aug. 2023

SHARE TELL A FRIEND PRINT ADD TO GOOGLE CALENDAR SEND A MESSAGE



Book Now



Media Mentions



Festivals Toronto

Reach: TBC

Mississauga ITALFEST



Aug 11, 2023 - Aug 12, 2023

All Day / Times may vary

Celebration Square

Mississauga ITALFEST – Ferragosto in the City – will take over Mississauga’s Celebration Square offering attendees a taste of Italian arts, culture and heritage.

More than 20,000 expected attendees will have the opportunity to experience authentic Italian-style cuisine, examine artistries, and purchase merchandise from onsite vendors, artisans, and exhibitors.

Media Mentions



InSauga

Reach:

Average Monthly Page Views:
8 million

Average Monthly Unique Visitors:
3.8 million

Yearly Video Views:
5 million

Note: this media mention is from 2022



10th Mississauga Italfest kicks off tonight at Celebration Square

+ PREFERRED REGION ⓘ Mississauga | Community | Entertainment | Festivals & Events | Latest News

By [Declan Finucane](#)
Published August 12, 2022 at 10:51 am



Media Mentions



Martys HUB

Reach: Approx. 20,000



- HOME
- LATEST ▾
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- EVENTS ▾
- ARTIST DIRECTORY
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Mississauga Italfest is a free, Top 100 Festival in Ontario devoted to sharing an authentic taste of Italy with local visitors and tourists of all ages.

Celebrity Chefs, heritage and cultural displays, pasta and watermelon eating contests along with soccer challenges, Bocce ball and Scopa card tournaments highlight fun Italian flavoured experiences. Other featured attractions include over 60 delicious food, market and artisan vendors, live kids stage and interactive family activities.

Beside Bar Italia and the VIP Lounge, the Main stage pulses with Friday's dance party under the stars, featuring rousing performances from popular local talent, and Saturday night's international headliners direct from Italy.

 [+ Add to Google Calendar](#)  [+ Add to iCalendar](#)

DETAILS

Date:
August 11

ORGANIZER

Mississauga Italfest

VENUE

Celebration Square
300 City Centre Drive

Media Mentions



Mississauga.com

Reach: TBC

Looking for something to do this weekend? Here's a look at a few events happening in Mississauga.

Mississauga Italfest

free, Top 100 Festival in Ontario devoted to sharing an authentic taste of Italy with local visitors and tourists of all ages.

When: Friday, Aug. 11 and Saturday, Aug. 12

Where: [Celebration Square \(300 City Centre Dr.\)](#)

Price: Free

More info: mississaugaitalfest.com

Media Mentions



To Do Canada

Reach: TBC

Named one of FEO's TOP 100 Festivals in Ontario, Mississauga ITALFEST is a free festival that shares Italian heritage and culture with the citizens of Mississauga and beyond. ITALFEST is a celebration of Italian arts, history, landscape, food, music and traditions. Mississauga Italfest has evolved into a unique, cultural experience for all ages attracting local visitors and international tourists. Showcasing emerging and established Italo-Canadian talent and exciting headline artists direct from Italy.

Featured are exciting pasta and watermelon eating contests, kids and family attractions, Heritage center and displays, a VIP Lounge and Bar Italia, celebrity chef demos, delicious culinary experiences and a variety of market vendors.

Local visitors and tourists alike will again enjoy the sights and sounds of a live authentic taste of Italy at this year's LIVE Mississauga Italfest.

Who is it for?

All ages – Family

FREE

Media Mentions – Social Media



Facebook

Mississauga Arts Council

<https://www.facebook.com/photo?fbid=605540665086559&set=pb.100068918932109.-2207520000>

Deepak Anand (MP Mississauga-Malton)

<https://fb.watch/mrVfuloV8V/>

Rudy Cuzzeto (MP Mississauga-Lakeshore)

<https://cuzzetto.com/ontario-supporting-festivals-in-mississauga/?fbclid=IwAR2QQEyoBpn70cxoCfzsFqYpqq-aBlIm3i4I9YrVbEq69OYEE34c70DJFBs>



Media Mentions – Social Media

Instagram

DoGood Fundraising Instagram Post

https://www.instagram.com/p/Cv8OVRapJAZ/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Elissa Rose Instagram Post

https://www.instagram.com/reel/Cv8MXoaggXZ/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Armando Instagram Post (*Shouting Out DannyD*)

https://www.instagram.com/reel/Cv13inTAqX8/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Superherofoodies (*Instagram food blog account*)

https://www.instagram.com/reel/Cv1M9DNPI9e/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Leslie Avendano Instagram Post

https://www.instagram.com/p/Cv3n94qMWir/?img_index=1

Luchiano Schipano Instagram Post (*Celebrity Chef*)

https://www.instagram.com/p/Cvu609wtXP2/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==



Media Mentions – Social Media

Instagram

Rechie Valdez Instagram Post (*Mp of Streetsville*)

https://www.instagram.com/p/Cv3MEZsvNVw/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Francesco Sorbara Instagram Post (*MP in Vaughn*)

https://www.instagram.com/p/Cv25g9dgyVo/?utm_source=ig_web_copy_link

Cat Bernardi Instagram Post

<https://www.instagram.com/p/Cv3EutJAfB0/>

Toronto Italians Shop Instagram Post

<https://www.instagram.com/p/Cv2w64Oruf8/>

Iframemoments Instagram Reel

<https://www.instagram.com/p/Cv1MKJ5OwTR/>

MaLu Canadian Brand Instagram Post

https://www.instagram.com/reel/Cv5g4HigANc/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==



Media Mentions – Social Media

TikTok

@loriedanap

<https://www.tiktok.com/@loriedanap/video/7266536172472634629? t=8evKb4e3OIX& r=1>

@the_josh_bus

[Two time pasta eating champ! Mississauga Italian Festival. #eatingco... | TikTok](#)

@monika_kamila17

https://www.tiktok.com/@monika_kamila17/video/7266250303656217861? t=8evKuDir16M& r=1

@lafanter_g

https://www.tiktok.com/@lafanter_g/video/7266169451534437637? r=1& t=8evL66HN1pG

@atomikkittie

[It was nice to finally see @Joe De Simone perform without getting cut... | TikTok](#)

@monika_kamila17

https://www.tiktok.com/@monika_kamila17/video/7266254756337945862? t=8evLdtZRKnW& r=1

@monika_kamila17

https://www.tiktok.com/@monika_kamila17/video/7266243747363491077? t=8evLixliLBd& r=1



Media Mentions – Social Media

TikTok

@superherofoodies

[*Mississauga ITALFEST @ Celebration Square August 11-12th. Squeezed in ... | Foodies Of TikTok | TikTok*](#)

@ghanimghanim969

[*https://www.tiktok.com/@ghanimghanim969/video/7266815815427689734?_r=1&t=8evLrRblQMf*](https://www.tiktok.com/@ghanimghanim969/video/7266815815427689734?_r=1&t=8evLrRblQMf)

@monanour611

[*https://www.tiktok.com/@monanour611/video/7266417825445612805?_r=1&t=8evLvRjWaHd*](https://www.tiktok.com/@monanour611/video/7266417825445612805?_r=1&t=8evLvRjWaHd)

@ianfmusic

[*https://www.tiktok.com/@ianfmusic/video/7266438360833592582?_r=1&t=8evLwYEpkHe*](https://www.tiktok.com/@ianfmusic/video/7266438360833592582?_r=1&t=8evLwYEpkHe)

@perismbutiatv

[*https://www.tiktok.com/@perismbutiatv/video/7266808060847361286?_t=8evLyDYHXni&_r=1*](https://www.tiktok.com/@perismbutiatv/video/7266808060847361286?_t=8evLyDYHXni&_r=1)

@therealelissamusic

[*https://www.tiktok.com/@therealelissamusic/video/7267310098362404102?_r=1&t=8evM1x3qomk*](https://www.tiktok.com/@therealelissamusic/video/7267310098362404102?_r=1&t=8evM1x3qomk)



Social Media – Mississauga Italfest

<https://www.facebook.com/MississaugaITALFEST>
<https://www.instagram.com/mississaugaitalfest/?hl=en>
<https://twitter.com/MissITALFEST>



FREE ENTRY

MISSISSAUGA Italfest
 CELEBRATING ITALIAN HERITAGE

Main Stage Schedule
 Friday August 11 | 5 - 11 PM

**Timings Subject to Change*

- Opening Ceremonies
- Open Mic Canada Talent Search
- Chef Pritchard
- Chef Luciano Schipano
- Daniel Monte Band
- Pino Gioia
- Frank Spadone
- Elissa
- Joee
- DJ Danny D: "Under the Sauga Moon"
 Dance Party hosted by Z103.5

OPEN MIC

Canada Ontario MISSISSAUGA #italfest2023

MISSISSAUGA Italfest
 CELEBRATING ITALIAN HERITAGE

CELEBRATION SQUARE
 August 11 - 12, 2023

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MISSISSAUGA Italfest
 CELEBRATING ITALIAN HERITAGE

CELEBRATION SQUARE | August 11-12, 2023

Sandro Giacobbe & Marina
 Saturday, August 12

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MISSISSAUGA Italfest
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CELEBRATION SQUARE | August 11-12, 2023

Robert Serra
 Saturday August 12

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MISSISSAUGA Italfest
 CELEBRATING ITALIAN HERITAGE

CELEBRATION SQUARE | August 11-12, 2023

PINO GIOIA
 Friday August 11

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CELEBRATION SQUARE | August 11-12, 2023

Michael Occhipinti & The Sicilian Jazz Project
 Saturday August 12

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MISSISSAUGA Italfest
 CELEBRATING ITALIAN HERITAGE

CELEBRATION SQUARE | August 11-12, 2023

ELISSA **JOEE** **DJ DANNY D**

FRIDAY NIGHT
 August 11

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A Taste of Mississauga Italfest – Port Credit Square

August 6, 2023

