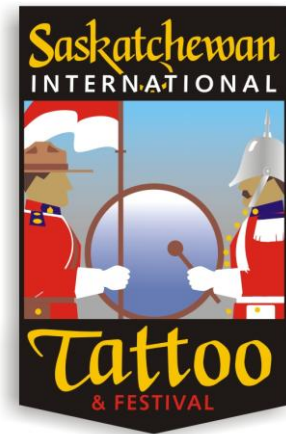


**SASKATCHEWAN INTERNATIONAL
TATTOO AND FESTIVAL
May 30 – 31, 2008**



Backgrounder

What's In a Name?

The concept of a Tattoo is founded in 17th century British military tradition. A drum beat was sent by the British military signally troops to return to quarters and for Dutch innkeepers to have “last call”. The word “Tattoo” comes from a Dutch phrase, “doe den tap toe” (“turn off the taps”), later shortened to “tap toe” and finally, “tattoo”. Later, the drummer might have been joined by a bugler and piper, evolving into a marching band playing for local people. Over time, Tattoo came to mean colourful contingents of musicians and marching troops.

Tattoos as Major Events

Military tattoos have become spectacular celebrations of military music, massed pipes and drums bands, dancers, and displays and competitions by military, police, and civilian performers. There are eight major military tattoos in Canada, U.S., and Europe, forming the International Association of Tattoo Organizers. Canada's premiere tattoo is the Royal Nova Scotia International Tattoo, which drew over 21,000 tourists (60,000 attendees in total) generating a \$37 million economic impact. The American Bus Association has named the Halifax-based Tattoo and its 2000 performers as the Top 2007 Event.

Leading to Saskatchewan's Only Tattoo

Each Tattoo has its own unique flavour. Due to its strong connection as the “Home of the RCMP”, the Saskatchewan International Tattoo and Festival has an obvious emphasis on the Royal Canadian Mounted Police (RCMP), in addition to the own unique and colourful military history and origins. The American Bus Association also lists the RCMP Sunset Ceremony as a top North American attraction.

A Mounted Police Tattoo was held in Regina in 1998 to celebrate the 125th anniversary of the RCMP. There were originally three performances planned for that event but the demand was so great that the dress rehearsal was changed into a full performance!

Several Tourism studies considered the need for an annual event connected to the RCMP. In Tourism Regina's 2006 Strategic Plan, the Tattoo concept became a key strategy. The strategy was part of a focus to create permanent events capable of attracting international tourists.

Our First Year - 2007

In May 2007, the first Saskatchewan International Tattoo and Festival was held in Regina. Over 13,000 spectators were attracted to the Brandt Centre and another 10,000 people participated in Festival activities. The 2007 event helped celebrate the opening of the inspiring RCMP Heritage Centre.

The 2007 event also saw a number of firsts. The Tattoo discovered the federal government, RCMP, and Canadian Forces were developing an official Canadian flag folding ceremony. This was unveiled for the first time ever in Canada at the Saskatchewan Tattoo. Also, in a special City Hall ceremony, the RCMP were granted the honorary “Freedom of the City” recognition, the first time for the force in Regina.

In 2007, the first *annual* Tattoo and Festival was held, in conjunction with the opening of the new RCMP Heritage Centre. It attracted over 13,000 spectators to the Brandt Centre and another 10,000 people to Festival activities.

Purpose

The mission of the Tattoo is:

To salute members of the Royal Canadian Mounted Police, Canadian Forces, Police and Emergency Services for dedicated service to our communities, Canada and the world.

The vision is to make the Tattoo into one of the top ten Tattoos in the world and one of Saskatchewan’s “flagship” events.

2008 Event

The second annual Tattoo will be held May 30-31 in the Brandt Centre at Ipsco Place, with two evening performances and one Saturday matinee. This will be a military pageant on a grand scale with a cast currently exceeding 600 performers. The 2½ hour show’s line-up is being finalized but it will include:

300-person Tattoo Chorus under direction of Hart Godden

Artistic performances weaving stories from 17 different cultures, including those told in the dancing of World Champion Hoop Dancer Terrence Littlelent [representing a 2008 Tattoo theme of “From Many People Strength”, whose Latin version appears on the Saskatchewan Coat of Arms]

Mayor’s Challenge Cup - competition between military, RCMP, Police, and emergency services

Tattoo Massed Pipe and Drums

Sabir Sisters - fiddlers from BC

Jeffrey Allan Sawatzky

World War II tribute trio (“Andrew Sisters”)

Regimental and military bands from across Canada

Authentic Royal Winnipeg Rifles pioneers and skirmishers with authentic 1800’s rifles enacting past military tactics

Royal Canadian Mounted Police Pass Out Parade

Salute to Canadian Forces and those in uniform serving in Afghanistan and other locations [tying into a 2008 Tattoo theme of “Answering the Call”]

Special appearance in tribute to those in uniform by two-time Juno Award winner and country music star George Canyon, recently named as Honorary Colonel by the Canadian Forces (George will be returning to Regina June 19 for a full concert performance at the Western Canada Farm Progress Show)

And much more...

Tickets:

Tickets to the Tattoo are available at Ticketmaster CBOs, at www.ticketmaster.ca or by calling Ticketmaster at 1-800-970-7328 or 543-7800.

Ticket prices shown below include GST but do not include box office service and processing charges:

Adults:	\$27.50
Seniors (over 65):	22.00
Students:	22.00
Children (Under 13):	15.00

Special Pricing:

Bleachers seating (all tickets): \$12.00

Groups (25 or more) per ticket: 17.00

Festival

As part of the Saskatchewan International Tattoo, a Festival is planned to enhance the overall Tattoo experience. It will include school visits, appearances at the Cathedral Village Arts Festival, and a Downtown Regina stage. More information will be forthcoming in next month.

Sponsors

The Saskatchewan International Tattoo and Festival could not be organized without support from sponsors and we are very pleased to acknowledge the following who have committed their support to the event.

Gold Casino Regina, Regina Hotel Association, City of Regina, Ipsco Place

Silver SGI, CIC

Patrons The Great-West Life Insurance Company, SaskTel, SaskEnergy

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