



They're Back! Celebrate Fresh BC Blueberries with #GoBlueBC

July 15th is BC Blueberry Day, launching #GoBlueBC and the fresh BC Blueberry season

[Abbotsford, BC] July 15th is British Columbia's official BC Blueberry Day and the kick-off to #GoBlueBC, a digital celebration running from July 15th – August 2nd on GoBlueBC.ca.

GoBlueBC.ca houses how-to videos, chef and grower interviews, recipes, family-friendly activities, and exciting contests with premier restaurant partners, White Spot, Triple O's, and BC Ferries! The website also features links to local BC Blueberry producers, helping British Columbians find fresh berries in their area.

With BC Blueberry Day launching the start of fresh blueberry season and #GoBlueBC, the BC Blueberry Council invites British Columbians to join the annual excitement around the harvest of this locally grown superfood.



Photo credit: Rachel Leung Photography

Win Amazing #GoBlueBC Prizes from White Spot and BC Ferries

British Columbians can enter to win prizes through GoBlueBC.ca from July 15th – August 2nd, 2021.

Sponsored graciously by White Spot and Triple O's, enter for a chance to win a total of \$1,000 in gift cards to White Spot and Triple O's! On August 3rd, one lucky British Columbian will be given this special prize to try out the seasonal BC Blueberry offerings at both restaurants! Enter at GoBlueBC.ca.

Since BC has reopened for travel, BC Ferries is offering another prize: a chance to win one of five round-trip passes (one vehicle and driver plus three passengers, each valued up to \$275.60) between the Lower Mainland and Vancouver Island. While on board, contest winners can purchase the limited-time Fresh BC Blueberry Pie available at the Coastal Café on BC Ferries. Enter at GoBlueBC.ca.

More Chances to Win

To make the #GoBlueBC celebration even sweeter, courtesy of White Spot and Triple O's, @bcblueberries is giving away \$100 in White Spot and Triple O's gift cards on Instagram every day from July 15th – August 2nd.



The BC Blueberry Milkshake available at White Spot and Triple O's restaurants. Photo credit: Triple O's

In addition, official #GoBlueBC Ambassadors, Mary Sheridan (@maryinvancity), Sophia Hu (@sopheats), and Jacqueline Chui (@jacquelinechui) will be giving away \$100 gift card packs on their Instagram accounts. Make sure to follow @bcblueberries and all #GoBlueBC Ambassadors on Instagram for a chance to win!

All contest winners will be announced on August 3rd. Read the full details and enter online at [GoBlueBC.ca](https://www.gobluebc.ca).

White Spot and Triple O's #GoBlueBC Until September

As premier restaurant partners, and proud supporters of buying local, White Spot and Triple O's are offering a fresh BC Blueberry menu to help BC residents #GoBlueBC.

All summer until September 5th, 2021, 42 Triple O's restaurants are offering a Frozen Blueberry Lemonade and Blueberry Milkshake. From July 19th until September 5th, 54 White Spot locations are featuring a BC Blueberry-forward menu including fresh BC Blueberry Pie, BC Blueberry Halloumi Salad, a BC Blueberry Milkshake, and Cheesecake with fresh BC Blueberries. White Spot's partner, BC Ferries, will also feature the famous fresh BC Blueberry Pie at their Coastal Café onboard 11 vessels until Sept 5th.

To find all this blueberry-goodness, see the chefs behind these blueberry creations, and get a sneak peek at the White Spot and Triple O's blueberry-forward recipes, visit [GoBlueBC.ca](https://www.gobluebc.ca).

Try BC Blueberries at BC's Restaurants

Local restaurants are also going blue with BC Blueberries throughout the summer. Visit one of the following businesses to try a homemade BC Blueberry menu item, available while supplies last.

- Drive out to Krause Berry Farms & Estate Winery in Langley, BC, to try their famous drive through Blueberry Waffles and pick some fresh BC Blueberries of your own.
- Stop by Beaucoup Bakery in Vancouver, BC, to try the limited-time BC Blueberry Cassis Cheesecake Croissant.
- Make a trip to Port Moody, BC, to try two BC Blueberry menu items at Gabi & Jules: BC Blueberry Scones and BC Blueberry Crostatas.

BC Blueberry farmers are offering U-pick this summer with all required COVID-19 protocols in place. Find the farm closest to you at [GoBlueBC.ca](https://www.gobluebc.ca).



BC Blueberry Scones available at Gabi & Jules in Port Moody, BC. Photo credit: Gabi & Jules



The famous Blueberry Waffles available at Krause Berry Farms & Estate Winery. Photo credit: Krause Berry Farms & Estate Winery

On your way to a Fraser Valley U-Pick, stop by Smoking Gun Coffee Roasters at Highstreet Mall in Abbotsford, BC (open until July 31st). Visit their new Chilliwack location arriving in late summer 2021, or order coffee to have alongside your next BC Blueberry treat at smokingguncoffee.com!

About the BC Blueberry Council

British Columbia's pure waters, clean air, rich soils, and moderate climate create perfect growing conditions for blueberries, making BC one of the largest highbush blueberry growing regions in the world, and Canada's number one small fruit export. Producing an average of 160 million pounds annually, British Columbia's highbush blueberry industry ranks among the top five world producers.

The BC Blueberry Council represents more than 600 highbush blueberry growers in British Columbia. The Council's vision is a sustainable blueberry industry that consistently delivers delicious, top quality blueberries to the world. This is achieved through promotions, research, and providing grower support.

BC Blueberries are versatile and fresh, harvested from July through September, and available frozen for berry lovers year-round. Every berry grown and harvested in BC brings natural energy and superfood health to recipes, tables, kitchens, and berry snackers. Learn more at www.bcblueberry.com.

This project is supported by the BC Government's Buy BC Partnership Program; delivered by the Investment Agriculture Foundation of BC with funding from the Government of British Columbia.



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GoBlueBC.ca

#GoBlueBC
@BCBlueberries

