

Tuesday, September 2, 2025

Thousands of students set to enjoy this year's Downtown Campus Block Party

Edmonton – MacEwan University, NorQuest College and the Downtown Business Association are once again welcoming students, workers and all members of the downtown community to the annual celebration that kicks off the new school year.

There is a long list of fun activities for everyone as well as plenty of free food, giveaways and live entertainment.

"The Downtown Campus Block Party is a fantastic way to celebrate the start of a new academic year with so much vibrancy and warmth," says Dr. Annette Trimbee, president and vice-chancellor, MacEwan University. "The downtown community joins in as we all take some time to relax a little bit and have some fun in the heart of the city. I look forward to the party every year and it never disappoints!"

"This event always shows how much energy the Downtown Education District brings to Edmonton," says Carolyn Campbell, president and CEO of NorQuest College. "Between NorQuest and MacEwan, 30,000 students, staff and faculty come to the core to work, learn and imagine a better future – both for themselves and for the city. We are pleased to welcome them with a party that has as much spirit as they do!"

"The tens of thousands of students who come downtown to learn throughout the year are such an important part of building vibrancy and community in the core," says Puneeta McBryan, CEO, Edmonton Downtown Business Association. "We want them to feel at home downtown, to enjoy their time here and to become lifelong supporters and advocates for this area during their studies and beyond. The Downtown Campus Block Party is one of our favourite events to partner on each year, giving us an opportunity to welcome new and returning students and showing them a bit of the fun energy that downtown has to offer."

The event takes over 108 Street downtown, linking the campuses of MacEwan and NorQuest. The continued success of the Downtown Campus Block Party is a credit to the ongoing partnerships between post-secondary institutions, businesses, community groups and residents.

You are invited to join us:

Wednesday, September 3, 2025

11 a.m. to 2 p.m.

108 Street from 102 to 104 Avenue

To arrange for an interview with Dr. Annette Trimbee, media are asked to reach out to John Archer, Media Relations Advisor, at archerj24@macewan.ca.

To arrange for an interview with Carolyn Campbell, media are asked to reach out to Leila Daoud, Media Relations Consultant, at Leila.Daoud@norquest.ca.

Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 90 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.

NorQuest College is Edmonton's comprehensive community college offering students diplomas, certificates, academic upgrading and university transfer programs, with full-time, part-time, online, and face-to-face learning options. NorQuest provides programs that are workforce-relevant and gives students the skills Alberta needs in a supportive and inclusive environment. Learners gain the skills and confidence to further their studies, begin new careers, provide better lives for their families, and make valuable contributions to society.