

# JUNO AWARD WINNING BAND, WALK OFF THE EARTH AND FRENCH'S® KETCHUP RELEASE FLAVOURFUL RENDITION OF O CANADA IN CELEBRATION OF CANADA DAY

## The band reimagines French's Ketchup bottles by turning them into flutes and percussive instruments to create one-of-a-kind anthem

June 24, 2020 (London, ON) – Just in time for Canada Day, French's Ketchup has teamed up with popular homegrown band Walk off the Earth to record a unique rendition of the national anthem supported with musical sounds created from ketchup bottles. This original *O Canada* take is meant to uplift and inspire people from coast to coast while they celebrate this national holiday. This timely collaboration fuses great Canadian talent and taste - the iconic Ontario musicians known for covering pop music with looping samples and French's Ketchup, made with 100 per cent Leamington-area tomatoes.

Inspired by summer barbecue traditions, the video is set in a back yard and incorporates common grilling items that mark the holiday's celebration. French's Ketchup bottles have been transformed into flutes and percussive instruments to produce a fun and entertaining version of *O Canada* with acoustic ukulele and vocals to accompany the track.

"French's Ketchup is a favourite staple for burgers, hot dogs, and summertime grilling," said Deborah Sharpe, Group Marketing Director with French's. "This year, we may be limited in how we physically get together on Canada Day. So, we hope this playful rendition of our national anthem sparks joy and conversation around everyone's table and offers a unique way to celebrate our Canadian pride."

"We are extremely thankful for all the support we receive here at home," said Gianni Luminati of Walk off the Earth. "We thrive on thinking differently about sound, making music with everyday items found around the house. French's Ketchup was a natural fit – it's a Canadian favorite and it was already in the fridge! We hope this truly Canadian rendition of *O Canada* gets added to summer playlists to be enjoyed for this holiday and for years to come."

The newly released *O Canada* rendition is now available on Walk off the Earth's [YouTube](#) page for Canadians to enjoy and download. Canadians can also visit the French's page at <http://www.frenchs.ca/canadaday> to view the video and check out French's recipes to complete their summer holiday celebrations.

### About French's®

French's was first introduced to the hot dog – and the public – at the World's Fair in 1904. It was love at first bite. Through the years, French's has become a Canadian staple from the ballpark to the backyard to the holiday table. French's family of products includes Classic Yellow Mustard, Tomato Ketchup, Worcestershire Sauce, Crispy Fried Onions and more. Visit [www.helloflavour.ca](http://www.helloflavour.ca) for more information and recipes.


French's is one of McCormick & Company's (MCK) brands. As a global leader in flavour, McCormick has built a portfolio of leading flavour brands that enhance people's enjoyment of food all around the world. Every day, no matter where or what you eat, you can enjoy food flavoured by McCormick. McCormick Brings the Joy of Flavour to Life™.

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