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## Media Release

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### **Pour Over London project encourages Londoners to share a cup of history**

Did you know that the chocolate bar “Sweet Marie” gets its name from a poem written in London’s Victoria Park by Cy Warman in 1893 or that London had a robust streetcar network that ran from 1873 until 1940?

For a limited time, you can get a little dose of history alongside your morning coffee thanks to a pilot project from London Heritage Council and LondonFuse, in collaboration with Edgar & Joe’s Café and supported by the City of London’s Culture Office.

The project, called Pour Over London, aims to bring local heritage into Londoners’ everyday lives, one cup of coffee at a time, through a variety of heritage tidbits presented on coffee sleeves. Londoners are also encouraged to take the conversation online using the hashtag #PourOverLDN to share their own facts and stories about London and its history.

There are twenty pieces of trivia, many of which highlight local longstanding London-based institutions and organizations such as Western University, Fanshawe College, Western Fair, and Labatt Brewing Company. When it came to picking the heritage facts, Nicki Borland, Executive Director of LondonFuse said, “We worked to find a mix of little-known London-and-area facts alongside some old classics. The facts are all local, all interesting, all informative!”

The launch of the project coincides with Canada’s annual Heritage Week, held from February 18-24 this year. “London has so many amazing stories that aren’t well-known. We want to encourage discussion and storytelling among Londoners, over coffee and online,” said Laura Thorne, Education & Digital Strategy Specialist with the London Heritage Council, “and what better time than Heritage Week?”

Visit Edgar & Joe’s Café at either their Horton Street (Goodwill Industries, 255 Horton St.) or King Street (Innovation Works, 201 King St.) locations and grab a cup of coffee to learn about London’s robust streetcar network, the oldest continually operational baseball diamond, the Thames River’s important role in the Forest City, and much more.

Learn more about the initiative at <https://www.londonheritage.ca/pouroverlondon> or for more information, please contact the London Heritage Council at [info@londonheritage.ca](mailto:info@londonheritage.ca) or (519) 930-2140 or LondonFuse at [info@londonfuse.ca](mailto:info@londonfuse.ca).