

PRESS KIT

2023



A festive celebration of freedom!





As part of the 79th anniversary of D-Day and the Battle of Normandy

D-DAY FESTIVAL NORMANDY 2023

17th edition from 27 May to 18 June 2023

“The Normandy Landings of 6 June 1944, one of the most decisive pages of contemporary history, have triggered an intense flow of visitors, to the point of becoming a vital sector for tourist economy in Normandy.

For the past 78 years, film productions and international commemorations have largely contributed to its notoriety.

In order to guarantee the sustainability of the sector, it had become vital to invent new forms of communication.

Created in 2007, the D-Day Festival Normandy is now recognised as the concept of communication for the regional D-Day Normandy sector.”



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WWW.DDAYFESTIVAL.COM



PRESS RELEASE

THE D-DAY FESTIVAL NORMANDY RETURNS IN 2023

A festive celebration of freedom from 27 May to 18 June 2023!

Parachuting, parades of historic vehicles, popular balls, concerts, fireworks, reconstitutions or even military exchanges are back for this 17th edition! An edition placed under the sign of the return to normality with more than a hundred popular and festive events revealed in the programme, back to paper format and available in the tourist offices of the D-Day and Battle of Normandy Area.

Led by a group of Norman tourist offices, the D-Day Festival Normandy welcomes a new member for this 17th edition: the Cotentin tourist office. The concept remains the same: each tourist office collects events in its area in order to create a common programme that is promoted by all and widely communicated at regional level. One year before the 80th anniversary of the D-Day Landings, the tourist offices and organisers are ready for a festive celebration of freedom !



The official tourism event of the regional destination "D-Day Normandy"

The D-Day Festival Normandy extends its action over the entire D-Day and Battle of Normandy Coastal Area. The D-Day Festival Normandy benefits from the constant support of the Normandy Region and the Normandy Regional Tourism Committee, which have made it the official event concept of the regional destination D-Day Normandy. A regional recognition which reinforces the eight associated tourist offices to develop their festive, cultural, tourist and popular offers.

Programme: between new features and historical elements, the festival is back!

For this 17th edition of the festival, the public will find a paper programme available in the tourist offices as well as a collector's postcard! New and experienced visitors alike will benefit from easy and complete information. The dedicated page hosted on the Normandie Tourisme website adds to the information sources of visitors while presenting them with the latest news of the festival.

Stay tuned!

Program available on www.ddayfestival.com





HIGHLIGHTS OF THE D-DAY FESTIVAL NORMANDY 2023

★ FRIDAY 2 TO SUNDAY 4 JUNE

NORMANDY RUNNING FESTIVAL CAEN

Building on its success in 2022 with a reunion edition, the Freedom Marathon is now looking forward to its 36th edition. A unique range of events passing through emblematic places of the Second World War and all converging on Caen city centre: Marathon de la Liberté, Marathon relais, Pegasus half-marathon, 10km Crédit Agricole Normandie, Rochambelle, Rollers... Everyone can participate!

Infos : 09 72 44 91 49 – www.marathondelaliberte.fr



©Yves Mainguy

★ FRIDAY 2 TO SUNDAY 4 JUNE

FESTIVAL SWING DAY LION-SUR-MER

2nd edition of the Swing Day Festival in Lion-sur-Mer. Three days of entertainment in the colours of the D-Day! On the programme: swing dance and bagpipe demonstrations, exhibition and parade of military vehicles, cinema open to all with broadcasting of period news and wartime testimonies, regional product markets, swing day ball... all this in a real post-war atmosphere.

Infos : 06 29 30 79 04



© Villa Louis

★ SATURDAY 3 JUNE



© Marc Lerouge

FESTIVE DAY IN CARENTAN

CARENTAN – Place de la République

2.30pm: Frim Fram Swing concert.

From 4.30pm: Great parade, arrival of American veterans, reenactment of an exodus, arrival of the Carentan Liberty March and the Women's Parade.

Infos : 02 33 71 23 50



★ SATURDAY 3 JUNE

© Isigny Omaha Tourisme RAMA



OMAHA BEACH GREAT PICNIC SAINT-LAURENT-SUR-MER – From 7.30pm

A convivial moment par excellence, the giant picnic at Omaha Beach brings together all generations for a moment of sharing and celebration of freedom in a musical Swing atmosphere! Before the picnic, young and old are invited to participate in the Freedom Games at 6pm on the beach! A firework display at 10.45pm will close the evening.

Infos : 02 31 21 46 00

★ SATURDAY 3 JUNE

PARADE OF BAGPIPERS AND MILITARY VEHICLES FROM LUC-SUR-MER TO COURSEULLES – From 1.30pm

Parade of military vehicles with stops of 30 to 45 minutes in the communes of Luc-sur-Mer, Langrune-sur-Mer, Saint-Aubin-sur-Mer, Bernières-sur-Mer and Courseulles-sur-Mer. Bagpipe performance in each commune.

Infos: 02 31 97 33 25



© C. Padiou

★ SATURDAY 3 JUNE

PARADE OF MILITARY VEHICLES BETWEEN ISIGNY-SUR-MER AND GRANDCAMP-MAISY

– From 3.30pm

Parade of military vehicles of the Liberation starting from Isigny-sur-Mer with an arrival around 5pm in Grandcamp-Maisy.

Infos: 06 07 99 35 17



© Bolek Production



★ SATURDAY 3 JUNE



©OT Baie du Cotentin

CONCERT AND FIREWORKS

SAINTE-MÈRE-ÉGLISE – Place de l'église

8pm-11.25pm: Evening concert with Madeeson&co and Hot Rod 56. Nocturne at the Airborne Museum until 10pm.

11.30pm: fireworks on the square

Infos : 02 33 41 31 18

★ FROM SATURDAY 3 TO SUNDAY 4 JUNE



©Thierry Houyel

OVERLORD MILITARY EVENTS

COLLEVILLE-SUR-MER – from 10.30am to 5pm

The Overlord Museum celebrates its 10th anniversary and reinvents its Overlord Military Events for the 79th anniversary of D-Day! An immersion in the daily life of the allied soldiers of 1944 for the visitors who discover a re-enactment camp, a village of exhibitors, dynamic demonstrations of vehicles as well as a dance party followed by an exceptional night at the museum on Saturday June 3rd.

Infos : 02 31 22 00 55

★ SUNDAY 4 JUNE

PARACHUTE DROPS IN LA FIERE

SAINTE-MÈRE-ÉGLISE – From 9am to 4pm

Parachute drops of men in period costume and military parachuting on the historical site of La Fièrè in Saint-Mère-Église from a C-47. Speaker on site.

Infos: 02 33 41 31 18



©OT Baie du Cotentin



★ SUNDAY 4 JUNE



© S. Jacquet

BATTLE OF NORMANDY BOOK FAIR AUDRIEU – From 10am

For its 14th edition, the Battle of Normandy book fair will bring together more than thirty publishers, authors, historians and veterans (with the exceptional presence of British veteran Cecil Newton who will be signing his books) as well as bookshops on one of the remarkable sites of the battle of Tilly-sur-Seulles: the Château d'Audrieu.

Infos: 06 07 59 46 02

ARROMANCHES D-DAY CROSS TRIATHLON SAINT-COME DE FRESNÉ – 11am to 5pm

Supporting the Normandy Cross Triathlon Championship, the Arromanches D-Day Cross Triathlon is the flagship event of USC Caen Triathlon. Organised as part of the D-Day anniversary ceremonies and located on the historic Gold Beach, the scene of the D-Day and known worldwide for its artificial harbour, this event is intended to follow in the footsteps of our veterans as a bridge between sport and history.

Infos : <http://usccaentriathlon.fr/dday-cross-triathlon-de-arromanches/>



© R.H. USC Caen Triathlon

★ SUNDAY 4 JUNE

HEROES MARCH GONNEVILLE-EN-AUGE – 9.30am

The associations France 44 and Stahl M1 are organising the Heroes' March in honour of the paratroopers of the 9th Battalion.

During 3 hours, relive the route taken by the British troops via the paths they took, and watch scenes showing the equipment used at the time and their use. Departure from the church of Gonneville-en-Auge.

Infos : 06 64 95 81 97



© V. Meigné



★ MONDAY 5 JUNE

OPEN-AIR CINEMA – STORMING JUNO

ASSAULT ON JUNO

COURSEULLES-SUR-MER – From 10pm to 11.30pm

The Juno Beach Centre celebrates its 20th anniversary! In the heart of Juno Park, a few metres from where the Canadians landed in 1944, discover the film **STORMING JUNO**, by Tim Wolochatiuk. This Canadian docu-drama tells the story of the Canadian soldiers who landed on Juno Beach and parachuted over Normandy on 6 June 1944. Duration of the film 1h30. In association with the Cinéma Lux of Caen. Juno Park, Free. Cancelled in case of bad weather.

Infos : 06 86 26 76 39



© Archives du Canada

★ WEDNESDAY 7 JUNE



© Virginie Meigné

PARACHUTE DROPS IN PERIOD COSTUMES

AZEVILLE – From 9am to 4pm

From 2pm: Parachuting of men and women of the RCPT in period clothing from a C-47. Speaker on site. Concert by Madeeson and Co. (music from the 1940s)

Food and refreshment on site.

Infos: 02 33 40 63 05

★ MERCREDI 7 JUIN



© Sylvain Guichard

LIBERTY BALL

BAYEUX – From 7pm to 11pm

The Right Time Band (rhythm'n'blues/soul). The sextet made in Normandy distils a brassy rhythm'n'blues with pronounced notes of soul music. Picnic and catering on site.

Infos: 02 31 92 03 30



★ SATURDAY 17 JUNE

THE « BERNIÉRAISE »

BERNIÈRES-SUR-MER – From 9.30am to 4.30pm
Beach in front of the « Maison des Canadiens »

To pay tribute to our Liberators who came by sea in 1944, The « Berniéraise » brings together sailing and rowing boats to land on Juno Beach in front of the House of Canadians!

Infos : <http://www.labernieraise.fr>



© Nathalie Papouin

RECONSTRUCTIONS OF MILITARY CAMPS



© Bokeh production

FROM SATURDAY 3 TO TUESDAY 6 JUNE

AMERICAN MILITARY CAMP "GERONIMO"
Sainte-Mère-Eglise – From 9am to 10pm

Daily animations and workshops led by specialists. Presence of 7 tanks, an armoured US Cavalry platoon, a transmission headquarters and a supply area... Projection of archive films in a tent, reproduction of an American dormitory... Explanation of strategies by a specialist Infos : 02 33 41 41 35

FROM SATURDAY 3 TO TUESDAY 6 JUNE

CAMP HILLMAN
COLLEVILLE-MONTGOMERY – From 10am

For its 23rd edition of the Hillman camp in Colleville Montgomery, the Friends of the Suffolk Regiment are organising their WWII reenactment camp with : Exhibition of military vehicles, Bivouac of collectors in military and civilian clothes, Opening and visit for the public of the bunkers: German command post of the coastal defences of Sword Beach, Animations on the camp: sale of pancakes, drinks...

Infos : 06 34 03 46 45



© CLM Tourisme

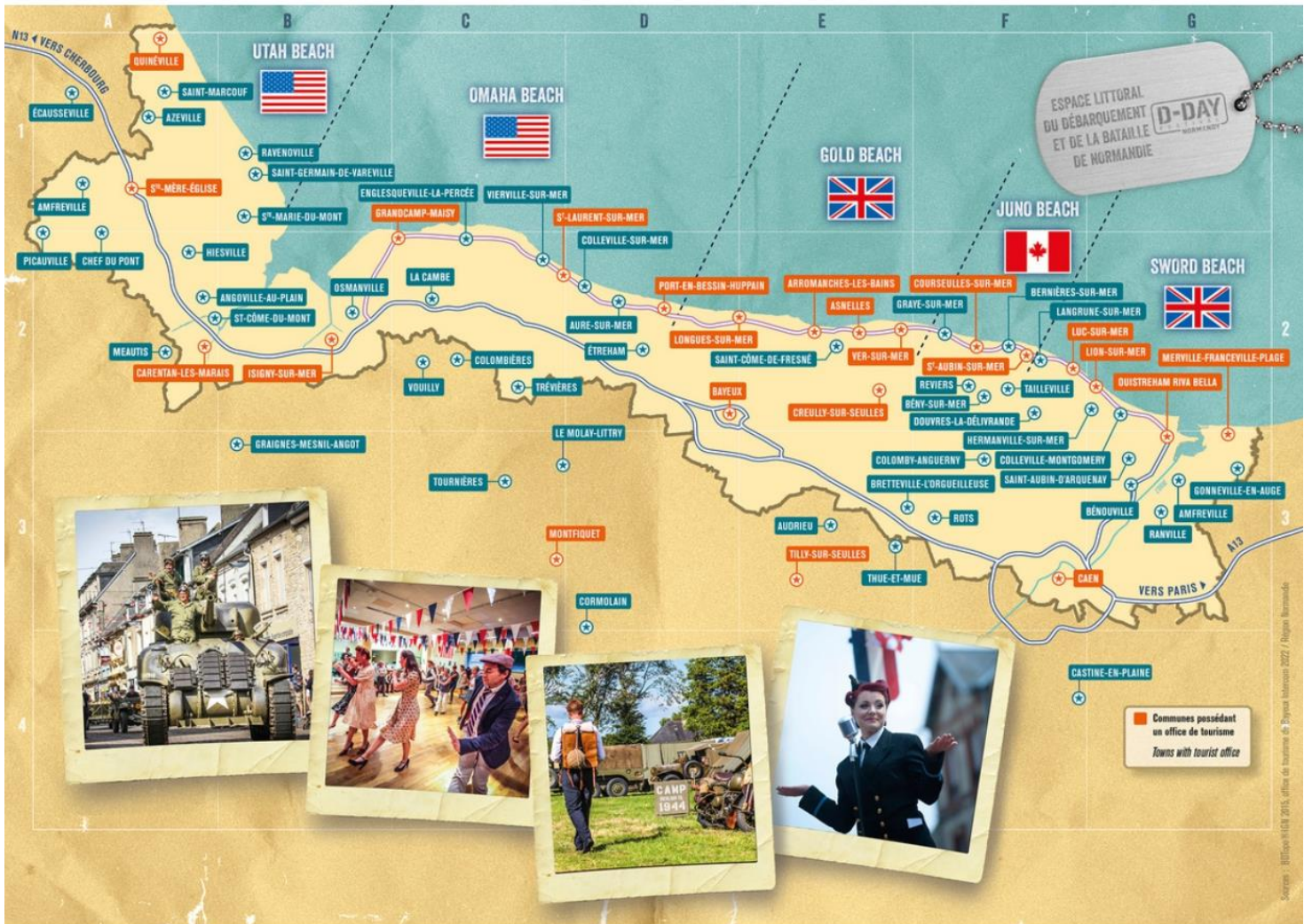
MORE THAN 100 EVENTS IN THE FULL PROGRAMME

INCLUDING MILITARY EXCHANGES, EXHIBITIONS AND RE-ENACTMENTS OF MILITARY CAMPS

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D DAY FESTIVAL NORMANDY



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PROGRAMME D'ANIMATIONS ÉLABORÉ PAR LES OFFICES DE TOURISME DES PLAGES DU DÉBARQUEMENT

