

Media Release

Tuesday August 31, 2010

For Immediate Release / Please retain for event listings

**Big Sugar and The Trews to headline the 3rd Annual Barrie New Music Fest
Tickets and Festival Wristbands on sale now.**

4 Days, 10 venues, 90 Bands!

Event Overview

Admiral Entertainment presents the Barrie New Music Fest invading Barrie September 16-19, 2010. The festival will feature over 90 live touring artists of various genres, performing a series of concerts/showcases at 10 of Barrie's finest live music venues. Headlining acts Big Sugar and special guests The Trews will be performing live at The Ranch on Thursday Sept 16 at the Festival Kick Off with Hub supporting the night.

The event also features the New Music Awards with a live performance by Stef Lang taking place on Sunday September 19, 2010. There are over 20 different award categories for independent musicians up for grabs at BAJA TNC.

Ticketing

NMF Tickets and Wristbands are available in advance via Ticket Break (www.ticketbreak.com) or in person at Liquid Chrome and both Comfort Inn locations in Barrie. Festival Wristbands will also be made available during the festival at all participating venues during participating hours.

Tickets for the Festival Kick Off with Big Sugar and The Trews are \$30. Festival Wristbands, which grant entry to all independent showcases are \$15. Festival wristbands will grant entry to the New Music Awards on a first come, first serve basis.

For more information, please visit: www.newmusicfest.ca

Festival Sponsors

Festival sponsors include: The Government of Ontario, Rock 95, Kool FM, Barrie Advance, Downtown Barrie, Snap Barrie, Cloud Nine, Comfort Inn & Suites, Music Pro, Socan, Kwik Kopy, Innate Media Group, Blue Box Studios, Tourism Barrie, Ticket Break and Liquid Chrome.

For sponsorship information, contact: info@admiralent.com

Volunteer Opportunities Available

For volunteer opportunities, contact: info@admiralent.com

Charitable Info

A portion of proceeds are going to the 'Canadian Music Therapy Trust Fund', a bold non-profit initiative, designed to integrate, educate, celebrate and promote all facets of music therapy in Canada (www.musictherapytrust.ca).

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For more information, to receive any hi-res photos or to set up an interview with one of the bands or promoters, please contact:

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Admiral Entertainment

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URL: www.AdmiralEnt.com