

Media Release

Tuesday May 15, 2012

For Immediate Release/Please retain for event listings

Mady New Music Fest Barrie 2012 Lakeshore Concert Announced!

Budweiser presents the **Mady New Music Fest**, powered by **Rockstar Energy Drink**.

Admiral Entertainment announced today that the Mady New Music Fest **Lakeshore Concert** lineup will feature **Treble Charger, USS, illScarlett, Golden Gate Graves** & more! The outdoor component of the festival will take place at **Heritage Park** (downtown Barrie) on Saturday July 21, 2012. Beat the box office early bird discount tickets are now available at www.newmusicfest.ca

The fifth annual Mady New Music Fest will feature roughly seventy live touring artists of various genres, performing a series of concerts and live performances at Barrie's finest live music venues, scheduled for July 19-22, 2012. The full festival lineup including the **Festival Kick Off Party** is yet to be announced.

Previous year headliners have included **The Tea Party, The Trews, Steph Lang, The Reason, Ian Thornley** and **Big Wreck**.

Indie Artist Performances will take place at multiple venues including; The British Arms, Corson's, Kenzington, Manhattans, Sky Bank, Sticky Fingers and Wild Wing (downtown Barrie), most offering free cover between July 20 and 21.

The New Music Awards are scheduled for Sunday July 22 at Kenzington and feature 20 different award categories for independent musicians.

For festival information, visit: www.NewMusicFest.ca or www.AdmiralLive.ca

For sponsorship or volunteer information, please contact: info@newmusicfest.ca

Festival Sponsors include: Mady Development Corp, Budweiser, Rockstar Energy Drink, The Government of Ontario, Rock 95, 107.5 Kool FM, Barrie Advance, Barrie.TV, SNAP Barrie, KICX 106, Downtown Barrie, Comfort Inn, Monte Carlo Inn, Socan, Music 21, Tourism Barrie and Contractors Rental Supply (CRS).

Award Winning Festival Producer

Tourism Barrie awarded Admiral Entertainment with the "Best Marketing Campaign - Tourism Award 2010" for the Barrie New Music Fest at their annual Toast To Tourism event in November 2010. This award recognizes a marketing campaign that contributes to the promotion of Barrie as a quality destination and demonstrates effectiveness in increasing tourism in and around Barrie, ON.

"Much of our marketing efforts were through social media marketing", comments Paul Fairley, Festival Director. "We definitely need to thank all our sponsors but specifically our media partners on this one. Their generous contributions made our marketing efforts a whole lot easier in such a big year for this event". Local media partners in 2010 included Rock 95, Kool FM, Barrie Advance, SNAP Barrie and Barrie TV.

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

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