

Media Release

Wednesday May 16, 2012

For Immediate Release/Please retain for event listings

New Music Fest Sudbury – Full Festival Lineup Announced!

Admiral Entertainment recently announced the full **New Music Fest Sudbury** lineup, available online at: newmusicfest.ca

The **New Music Fest Sudbury** is a three-day, live music festival being held at seven different live music venues within the City of Greater Sudbury, ON, scheduled for **June 7-9, 2012**. The first annual festival will feature over **fifty-five live touring artists** of various genres, performing a series of concerts and live performances at Greater Sudbury's finest live music venues, including Little Montreal, M.I.C. Whiskey Pub, SRO Nightclub, The Townhouse, Cranky Joe's, Beef N' Bird and My Cousin Vinny's. Most venues will be offering free cover to these performances on Friday June 8 and Saturday June 9.

Monster Truck will be headlining the **first annual New Music Fest Sudbury** on **Thursday June 7**, performing with **Golden Gate Graves** of Barrie, ON and local Sudbury rockers **Out Revival** during the **festivals Kick Off Party** taking place at The Townhouse (206 Elgin St, Sudbury). Tickets are only ten dollars in advance available at The Townhouse and online at newmusicfest.ca

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

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

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". 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 bands or promoters, please contact:

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