



## ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

**March 19, 2011**

### **Bleeker Ridge to appear at the 2011 Barrie Earth Hour Music Festival**

*Organizers announce **Surprise** addition of Bleeker Ridge to the Festival*

**BARRIE, ON** - The Barrie Earth Hour Music Festival, presented by **PowerStream**, is pleased to announce that melodic hard rockers **Bleeker Ridge** will be headlining the event with renowned rockers **Atlantis Blueprint**, acoustic pop artist, **Laurell, Transistor** and **The Coalition** featuring our very own **Mayor Jeff Lehman** on drums.

Bleeker Ridge comes to the event fresh from the **Molson Centre** where they opened for **Buckcherry, Papa Roach and My Darkest Days** on March 18th. Bleeker Ridge will join the Earth Hour festivities this **Saturday, March 26<sup>th</sup>** when the festival begins at **6:00 p.m.**

“We think it is fantastic that Bleeker Ridge was able to fit the Earth Hour Music Festival into their schedule. They have a huge following and we know the fans will come down to the festival and participate in this year’s Earth Hour Event.” said Gayle Rushton, founder of the Barrie Earth Hour Music Festival. “The addition of Bleeker Ridge to event will put this year’s festival over the top. These young rockers, who hail from Orillia, are incredible live and will have everyone rocking the night.”

The organizers are using this year’s festival as a means to not only bring awareness regarding climate change to a mass audience but to also commit all proceeds after the event to help with disaster relief in Japan. “As always the event is **FREE** to all ages. Pizza will be available for purchase with proceeds from sales going to support the event and all remaining event **proceeds going to help disaster relief initiatives in Japan**” added Rushton. For those unable to attend the event but want to show their support for the cause, donations can be made securely through PayPal at [www.earthhourbarrie.com](http://www.earthhourbarrie.com).

In addition to great entertainment and supporting a great cause, Festival organizers will be hosting an e-cycling event this year where attendees are being invited to bring down their old electronics for proper recycling. Global Electric Electronic Processing, GEEP with their facility in Barrie, has graciously advised that they will provide bins to gather old electronic devices for environmentally-friendly recycling during the event.

Event organizers also announced that The Source, whose National store support centre is located in Barrie, has been added as a sponsor for this year’s event. The electronics retailer offers a wide range of

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energy-efficient products that can help consumers reduce their carbon footprint. The key to minimizing electricity use when operating electronic equipment is through wise purchase decisions that can be facilitated by the knowledgeable sales associates at The Source.

The Barrie Earth Hour Music Festival has been a resounding success since its inaugural year in 2009. This year's event is expected to be the best ever. Residents of Barrie and Simcoe County are invited to shut off their lights and unnecessary appliances and come down and enjoy this year's festivities.

**Event Schedule:**

6:00pm	Vendor and Information Booths Open
7:00pm	Concert Begins
8:30pm	EARTH HOUR begins
9:30pm	EARTH HOUR ends, Festival continues

**Backgrounder:**

Sponsors of the event include presenting sponsor **PowerStream**, the **City of Barrie**, **Casino Rama**, **The Source**, **GEEP**, **The Greater Barrie Chamber of Commerce**, **Bullfrog Power**, **CRS**, **Downtown Barrie Business Association**, **Gage Business Communication**, **Quality Print**, **e-Q Group** and **WSI-We Simplify the Internet**. Media sponsors **/A\ TV**, **Rock 95**, **The Dock 104.1**, **B101**, **107.5 Kool FM**, **KICX 106**, **chay today @ 93.1**, **The Peak 95.1**, **the Barrie Examiner**, **Barrie Advance** and **SNAP Barrie**.

Earth Hour is a global climate change initiative run by the World Wildlife Fund (WWF). The WWF is calling on individuals and businesses to turn off non-essential lighting for one hour on Saturday, March 26<sup>th</sup>, 2011 between 8:30 p.m. and 9:30 p.m. The aim of the campaign is to express that individual action on a mass scale can help change our planet for the better.

On Saturday, March 26<sup>th</sup>, 2011 people from Barrie, Simcoe County and beyond are encouraged to come to Collier Street in downtown Barrie (outside Barries' City Hall) to show their support for Earth Hour and enjoy a free concert featuring amazing local talent. The show itself will run from 6:00 p.m. to 10:30 p.m. and will have something for the whole family. At 8:30 p.m. sharp the energy-efficient LED stage lights will dim, the amplifiers will be turned down and the bands will go acoustic for the hour. At 9:30 p.m. the lights and amplifiers will be turned up and the entertainment will continue until 10:30 p.m.

"What started out in 2009 as a plan to have a simple little concert to recognize the WWF Earth Hour event turned into a massive concert with performances by both local and internationally recognized artists," explained Gayle Rushton, the event founder. "The City of Barrie will be recognized internationally for hosting the event and we thank all the local sponsors and merchants whose kind sponsorships and donations will once again allow us to put on this free concert."

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The international event itself will clearly demonstrate in participating cities, the connection between energy usage and climate change, showing that as part of a broader community everyone can address the biggest threat our planet has ever faced. The goal is to inspire cities and towns to take action and reduce greenhouse gas emissions globally. Participating in Earth Hour is one way to show support for this, but to reach targets everyone needs to keep conserving energy use throughout the year. The main point is to show individuals and businesses just how easy it is to change habits, such as turning off lights and appliances when not in use.

For more information on the Barrie Earth Hour Music Festival and updates and bios on the artists that will be appearing visit [www.earthhourbarrie.com](http://www.earthhourbarrie.com). The website allows people to stay up-to-date on all information regarding the event and to stay connected with others looking to do their part to combat global climate change. More information may also be found at [www.earthhour.org](http://www.earthhour.org) where people can sign up and lend their support.

In order for the event to stay true to the message, power is being supplied by Bullfrog Power, an electricity retailer which provides environmentally-friendly energy. Furthermore, all lighting and sound equipment will be the most energy and environmentally-friendly equipment available, including energy-efficient LED stage lighting.

#### About Earth Hour

Earth Hour started in 2007 in Sydney, Australia when 2.2 million individuals and more than 2,000 businesses turned their lights off for one hour to take a stand against climate change. Only a year later and Earth Hour had become a global sustainability movement with more than 50 million people across 35 countries participating. Global landmarks such as the Sydney Harbour Bridge, CN Tower in Toronto, Golden Gate Bridge in San Francisco, and Rome's Colosseum, all stood in darkness, as symbols of hope for a cause that grows more urgent by the hour.

In March 2009, hundreds of millions of people took part in the third Earth Hour. Over 4000 cities in 88 countries officially switched off to pledge their support for the planet, making Earth Hour 2009 the world's largest global climate change initiative.

On Saturday 27 March, Earth Hour 2010 became the biggest Earth Hour ever. A record 128 countries and territories joined the global display of climate action. Iconic buildings and landmarks from Asia Pacific to Europe and Africa to the Americas switched off. People across the world from all walks of life turned off their lights and came together in celebration and contemplation of the one thing we all have in common – our planet.

#### About the Barrie Earth Hour Music Festival

The Barrie Earth Hour Music Festival is the non-profit group responsible for organizing the Barrie Earth Hour concert and other initiatives in Barrie, Simcoe County and beyond. The group was founded by Gayle Rushton and includes a board of people passionate about spreading awareness of global climate change.

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