



## ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

**March 28, 2011**

### **Barrie Earth Hour Music Festival, a Rocking Success!**

*Close to 4,000 brave cold temperatures to enjoy concert and support cause*

**BARRIE** – The Barrie Earth Hour Music Festival, presented by title sponsor **PowerStream**, is pleased to announce that, despite the cold, attendance at the event was close to 4,000. The Board of the not-for-profit took to the stage over the hour and thanked the people who braved the cold and came down to the festival to celebrate Earth Hour in downtown Barrie.

“We are so pleased with the attendance this year, particularly with the number of young people who attended. The message we are trying to deliver is that reducing our unnecessary energy consumption is not just something we should do for one hour a year but to see Earth Hour as a means to celebrate our accomplishments over the past year and to encourage others to participate going forward.” said Gayle Rushton, Founder of the Barrie Earth Hour Music Festival.

“We think the people of Barrie and Simcoe County understand this, which was demonstrated by their participation in the event. What we have heard is that the 2011 Barrie Earth Hour Music festival was the largest Earth Hour event in Canada again this year but we couldn’t have done it without our media sponsors who helped create the awareness. As in previous years, at one point you could not turn on a radio or pick up a newspaper without seeing or hearing something about the festival”, added Rushton.

The concert featured a line-up of a mix of contemporary, rock and pop headlined by melodic Hard Rockers **Bleeker Ridge** and featured **Atlantis Blueprint** performing their song “**Out of Time**” written specifically for Earth Hour. Acoustic Pop artist **Laurell**, who took time away from the **Juno** awards, highlighted the event by making another special guest appearance and wooed the crowd over the Earth Hour with her incredible voice and acoustic versions of her latest hits.

The festival had a distinct Barrie flavour featuring local performers **Transistor** (These rockers really know how to get the crowd going and have built a huge following) and **The Coalition** featuring Barrie’s Mayor **Jeff Lehman** on drums.

-more-



“Being a Free concert, 100% of the funding for the event comes from sponsorship donations. Without these donations this event would not have happened. We would like to give special thanks to **PowerStream, Casino Rama, The Source** and **GEEP** for their generous support and belief in the cause.

“We encourage everyone to visit our website at **earthhourbarrie.com** and see the names of our sponsors for themselves and when you visit their businesses, please say thank you because this is just not Barrie’s event, it’s an event to create awareness around the world! This year go beyond the hour to make our world a better place.” added Rushton.

- 30 -

**Backgrounder:**

Key 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, WSI-We Simplify the Internet, and Manic Media**. Media sponsors **/A\ TV, B101, chay today @ 93.1, Rock 95, The Dock 104.1, 107.5 Kool FM, KICX 106, 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 called on individuals and businesses to turn off non-essential lighting for one hour on Saturday, March 27<sup>th</sup>, 2010 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 27<sup>th</sup>, 2010 people from Barrie, Simcoe County and beyond were encouraged to come to Collier Street in downtown Barrie (outside Barrie’s City Hall) to show their support for Earth Hour and enjoy a free concert featuring amazing local talent. The show itself ran from 4:00 p.m. to 10:30 p.m. and had something for the whole family including a mix of children’s entertainment, country and rock. At 8:30 p.m. sharp the energy-efficient LED stage lights dimmed, the amplifiers were turned down and the bands went acoustic for the hour. At 9:30 p.m. the lights and amplifiers were turned up and the entertainment continued until 11:00 p.m.

“What started out as a plan to have a simple little concert to recognize the WWF Earth Hour event turned into a massive concert with performances by internationally recognized artists. This year we brought it back to its roots and extended the hours to showcase more local artists allowing them to show their talent to the world,” explained Gayle Rushton, the event founder. “The City of Barrie is recognized again internationally for hosting the event and we thank all the local sponsors and merchants whose kind sponsorships and donations allowed us to put on this free concert.”

-more-



The international event itself clearly demonstrated the connection between energy usage and climate change, showing that as part of a broader community we 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 saving energy 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 to conserve energy and reduce harmful emissions.

For more information on the Barrie Earth Hour Music Festival and updates and bios on the artists that that appeared 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 throughout the year.

In order for the event to stay true to the message, power was supplied by Bullfrog Power which provides environmentally-friendly electricity. Furthermore, all lighting and sound equipment was 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 homes and businesses turned their lights off for one hour to make their 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, The CN Tower in Toronto, The 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.

#### 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 volunteer board of people passionate about spreading awareness of global climate change.

#### Media Contact:

**John Olthuis**  
**Barrie Earth Hour Music Festival**  
**info@earthhourbarrie.com**  
**705.794.1465**

Page | 3