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**FOR IMMEDIATE RELEASE**

## **Barrie will ring in New Year with Sloan**

(Barrie, ON) Sloan will headline the City's 19<sup>th</sup> annual *Downtown Countdown* event on New Year's Eve. The popular event will once again feature an amazing line-up of Canadian talent that is not to be missed.

"In partnership with Rock 95 and 107.5 Kool FM, the City of Barrie is excited to welcome Canadian rock/power pop band Sloan to headline the Downtown Countdown," said Arin Donnelly, Community Event Coordinator. "Sloan has been nominated for nine Juno Awards over their twenty five year career, and the success of their many hit singles, such as "The Good in Everyone" and "Money City Maniacs", has made them one of the most popular Canadian bands."

The Downtown Countdown will also feature entertainment for the younger crowd with Treehouse TV's Splash 'N Boots. Splash 'N Boots have performed thousands of shows all over the world, released nine award-winning CDs, have been nominated for JUNO Awards, and were crowned Canadian Children's Music Group of the Year three times. They will bring their exciting and fresh approach to entertainment for families to enjoy right here in Barrie.

Every year, the City of Barrie invites local acts to submit for the opportunity to perform on the Downtown Countdown stage. From over 35 submissions this year, Cardinal Street was selected to perform their original music and classic covers in front of a hometown crowd.

In addition to a fantastic entertainment line-up, this free celebration outside City Hall in downtown Barrie will include skating on the Circle at the Centre rink, horse-drawn wagon rides, roaming performers, fun family activities, and fireworks all beginning at 6 p.m.

For more information, visit [www.barrie.ca/DowntownCountdown](http://www.barrie.ca/DowntownCountdown).

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**About Barrie** – Barrie is an exciting, caring and progressive community that 143,000 people call home. Situated 90 km north of the Greater Toronto Area on beautiful Kempenfelt Bay, Barrie offers an excellent life style and multitude of recreational opportunities. We are committed to the growth of prosperity of Central Ontario's leading City and most dynamic waterfront community.