



## ***MEDIA RELEASE***

**Wednesday, October 25, 2017**

### ***FOR IMMEDIATE RELEASE***

#### **Do you want to perform at Barrie's Downtown Countdown?**

(Barrie, ON) Calling all musicians! The City of Barrie is searching for a local band or musician to perform at Barrie's 20<sup>th</sup> annual *Downtown Countdown*. The selected act will have the opportunity to play a 30-minute set at one of the largest New Year's Eve celebrations in Central Ontario. Bands from Barrie and area that are suitable for this family event are invited to apply.

**Submissions will be accepted until Wednesday, November 1st.** Please include contact information, a bio, and a few examples of your best audio/video for the selection committee to review. Submissions can include a press kit, CD(s), digital audio and video files, and/or direct link to a website, YouTube, SoundCloud, etc.

Submissions can be emailed to [events@barrie.ca](mailto:events@barrie.ca) or dropped off at the Creative Economy Department, 56 Mulcaster Street (beside City Hall), Monday to Friday 8:30 a.m. to 4:30 p.m.

Each year, more than 10,000 people join together in downtown Barrie to celebrate the arrival of a new year at the *Downtown Countdown*. The free evening of fun and entertainment for the whole family began in 1998 and has quickly become a New Year's Eve tradition for the region. The festivities include skating, horse-drawn wagon rides, family activities, street performers, food vendors, and two fireworks displays. The highlight of the night is a line-up of amazing live entertainment featuring a special performance for kids, up-and-coming talent, and a Canadian headline act. Past performers have included The Sheepdogs, The Trews, Sloan, April Wine, Big Wreck, Finger Eleven, Arkells, Kim Mitchell, many more. This year's line-up will be announced in early December.

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

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#### ***For more information, please contact:***

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