



**Media Release**

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**FOR IMMEDIATE RELEASE**

## **Illuminate Barrie this weekend!**

(Barrie, ON) This weekend (Sept. 2 and 3), the City of Barrie is celebrating Canada and our region at the *Illuminate Barrie Festival*. The **free** two-day community event takes place along Barrie's south shore and features a variety of activities for all ages.

*Illuminate Barrie* is being held in honour of Canada 150. Each day of events will be capped with a fireworks show at 9 p.m. featuring a unique soundtrack of your favourite Canadian music. To listen along from wherever you're catching the show, tune in to Rock 95 (Saturday) and 107.5 Kool FM (Sunday).

*Illuminate Barrie* runs both days from noon until 9 p.m. and will feature a variety of fun including (activity times vary):

- Family Fun Zone presented by Bell including body zorbs, rock climbing wall, Scienstational Sssnakes
- Vendor Village & Innovation Alley
- Fireside talks about innovation, music, art
- Community displays and activities
- Axe throwing
- Food vendors
- Craft Beer & Cider Garden
- Heritage Village presented by Busch Systems
- Medieval Swordplay Canada
- Summer watersports Show (Saturday only)

Live entertainment will run both days featuring an amazing line-up of local performances, as well as indie rock artists Dear Rouge and Hollerado on Saturday night and country artists Dani Strong and Andrew Hyatt on Sunday night.

*Illuminate Barrie* was generously funded by the Government of Canada and the Government of Ontario. For more information, including a complete schedule of events, visit [barrie.ca/events](http://barrie.ca/events).

***For further information contact:***

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