



FOR IMMEDIATE RELEASE

## **5 Days. 20 Venues. 40 Free Concerts.**

### **Peak to Shore Returns July 5 to 9**

*Grassroots festival continues to grow in its fifth year as artists, venues and music lovers just can't get enough.*

**Blue Mountains, Ontario. May 8, 2017.** There's nothing like a summer music festival. And there's no summer music festival like Peak to Shore. It's a diverse showcase of local, up-and-coming talent plus Canadian touring veterans performing at 20 unique venues - all situated within the incredible natural beauty of the Southern Georgian Bay region. Part of 365 days of live music from Collingwood to Meaford, Peak to Shore has helped solidify the region's reputation as the live music mecca north of Toronto.

With more visitors each year, Peak to Shore has become an important source of exposure for new Canadian talent. "It's a great platform for new and local artists", says Chris Scerri, the festival's program director. "Some of these musicians just starting out are going to be on the scene for a long time. They're going to create some of those, 'I saw them before anyone knew who they were!' moments for our guests, which is really exciting."

#### **The Lineup**

Headlining the festival is east coast icon **Séan McCann** of Great Big Sea, Saturday night at Blue Mountain Village. Featured Venue Artists include: Irish Mythen at Meaford Hall, Luke McMaster at Blue, King Cuddy at Bruce Wine Bar, The Harpoonists and the Axe Murderer at Blue, Ethan Paxton & The Brakeman at the new CROW Bar & Variety, and Devon Cuddy Band at the spectacular Shipyards amphitheater overlooking the Collingwood Harbour. Plus dozens more concerts and open mics all week throughout the region. While the vast majority of the shows are free, dinner reservations are recommended at several venues and advance tickets are available for Meaford Hall and Simcoe St. Theatre concerts.

Peak to Shore is a favourite not only of the festival-goers and musicians, but of the venue owners as well, and has led to more live music spots popping up in the area. Steven Vipond, co-owner of

Bruce Wine Bar, a popular spot for great food and great live music in Thornbury, says the growth of the music culture in the region has helped fuel the growth of his business. “Music has become so woven into the fabric of the area.” says Vipond. “There are so many great musicians that attract so many music lovers, we’re opening CROW, a second dining and music venue in Collingwood in time for the festival. Music has created the demand, and we’re happy to meet it.”

Another great aspect of the festival is just how much there is to do beyond the music. The Southern Georgian Bay region is a summer playground. Anchored by Blue Mountain Village, there are fantastic shops and restaurants and a host of outdoor activities and adventures for the whole family. And this is no “pitch-your-tent-in-the-mud” music fest. The area boasts a range of accommodations, including luxury suites with spa amenities, but be sure to book early. Hotel packages and promo codes can be found at [PeaktoShore.ca](http://PeaktoShore.ca).

Peak to Shore Music Fest is music and nature at its best. A not-to-be-missed cultural adventure, and an amazing showcase of what music means to the Southern Georgian Bay region. For more information and complete concert listings, visit [www.PeaktoShore.ca](http://www.PeaktoShore.ca).

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**About Blue Mountain Village:**

Between the foot of the Niagara Escarpment’s scenic Blue Mountains and the rugged shores and crystal-clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario’s premiere four-season destination. A cobblestoned pedestrian village framed by turn-of-the-century Ontario architecture, the Village offers a wide variety of family accommodations, activities and attractions including live music every day, over 50 unique shops and restaurants, zip lines, ropes courses, hiking, biking, Segue tours and much more. An incredible natural retreat, the Village offers as much – or as little – as you’d like to do. For a complete listing of Village events, please visit [www.bluemountainvillage.ca](http://www.bluemountainvillage.ca)

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