



## FOR IMMEDIATE RELEASE

### **New Summer Concert Event celebrates Canada 150 with phenomenal local talent and established Canadian artists**

*Music Aurora presents The Aurora Music Festival*

**Aurora** – Thursday, June 29, 2017

John Abel, Festival Director, announced the launch of the Aurora Music Festival, to be held at the Aurora Town Park, August 5, 2017, from 4:00 – 10:30 pm.

This FREE event unites Canada's 150th Celebration with Music Aurora's proven ability to throw an awesome and memorable music event.

The announcement was attended by political leaders, local arts and culture community partners, and festival sponsors. Local musician Lauren Haze kicked off the launch accompanied on guitar by Ryan Luchuck, performing one of her award-winning songs "I Won't Make You Stay."

Jamie MacDonald, Music Aurora President and John Abel announced the concert line-up and the event community partners. "This is a community event that will help cultivate the Aurora music scene and is the perfect summer partner to Aurora's successful Winter Blues Festival" stated Mr. Abel.

The Festival will feature a variety of live acts on one main stage. The afternoon will start with an emphasis on youth performances featuring Louisa and the Planets and Half Birthday. This will then lead into showcasing local artist singer/songwriter Bernadette Connors, followed by the Feature act, Aurora's own The Pick Brothers Band. The evening will then finish off with the Juno Award Winning, Monkey Junk.

Music Aurora thanked event Sponsors, TD Bank Group and Geranium Corporation for their generous support.

The Aurora Music Festival is part of the Canada 150 Festival Trail, presented by the York Region Festival Alliance, and is organized and presented by a volunteer committee and funded by local businesses.

For more Information, please contact John Abel, Festival Director at [jabel@musicaurora.ca](mailto:jabel@musicaurora.ca)