

MEDIA RELEASE



Barrie Earth Hour Music Festival

Barrie continues to play key role in Canada's contribution to Earth Hour with an amazing and eco-conscious concert event.

BARRIE, ON - February 19, 2010 - The Barrie Earth Hour Music Festival, presented by PowerStream, is pleased to announce that Barrie will, once again, be hosting a world-class concert event in support of this year's Earth Hour.

Earth Hour is a global climate change initiative run by the World Wildlife Fund (WWF). The WWF is calling on individuals and businesses to turn off non-essential lighting for one hour on Saturday, March 27th, 2010 between 8:30 p.m. and 9:30 p.m. The aim of the campaign is to express that individual action on a mass scale can help change our planet for the better.

On Saturday, March 27th, 2010 people from Barrie, Simcoe County and beyond are encouraged to come to Collier Street in downtown Barrie (outside Barrie's City Hall) to show their support for Earth Hour and enjoy a free concert featuring amazing, soon to be announced, local talent. The show itself will run from 4:00 p.m. to 10:30 p.m. and will have something for the whole family including a mix of children's entertainment, country and rock. At 8:30 p.m. sharp the energy-efficient LED stage lights will dim, the amplifiers will be turned down and the bands will go acoustic for the hour. At 9:30 p.m. the lights and amplifiers will be turned up and the entertainment will continue until 10:30 p.m.

"What started out last year as a plan to have a simple little concert to recognize the WWF Earth Hour event turned into a massive concert with performances by internationally recognized artists. This year we are bringing it back to its roots and we will be extending the hours so we can showcase more local artists allowing them to show their talent to the world," explained Gayle Rushton, the event founder. "The City of Barrie will be recognized again internationally for hosting the event and we thank all the local sponsors and merchants whose kind sponsorships and donations will allow us to put on this free concert."

The international event itself will clearly demonstrate in participating cities, the connection between energy usage and climate change, showing that as part of a broader community we can address the biggest threat our planet has ever faced. The goal is to inspire cities and towns to take action and reduce greenhouse gas emissions globally. Participating in Earth Hour is one way to show support for this, but to reach targets everyone needs to keep saving energy throughout the year. The main point is to show individuals and businesses just how easy it is to change habits such as turning off lights and appliances when not in use to conserve energy and reduce harmful emissions.

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For more information on the events that took place at the Barrie Earth Hour Music Festival last year and updates on which artists will be appearing visit www.earthhourbarrie.com. The website allows people to stay up-to-date on all information regarding the event and to stay connected with others looking to do their part to combat global climate change. More information may also be found at www.earthhour.org where people can sign up and lend their support.

In order for the event to stay true to the message, power will be supplied by Bullfrog Power which provides environmentally-friendly electricity. Furthermore, all lighting and sound equipment will be the most energy and environmentally-friendly equipment available, including energy-efficient LED stage lighting.

Sponsors of the event include presenting sponsor **PowerStream**, the **City of Barrie**, **Casino Rama**, **The Greater Barrie Chamber of Commerce**, **Yanch Geothermal**, **GEEP**, **Bullfrog Power**, **Gage Business Communication and Quality Print**. Media sponsors **/A\ TV**, **Rock 95**, **The Dock 104.1**, **107.5 Kool FM**, **KICX 106**, the **Barrie Examiner**, **Barrie Advance** and **SNAP Barrie**.

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About Earth Hour

Earth Hour started in 2007 in Sydney, Australia when 2.2 million homes and businesses turned their lights off for one hour to make their stand against climate change. Only a year later and Earth Hour had become a global sustainability movement with more than 50 million people across 35 countries participating. Global landmarks such as the, Sydney Harbour Bridge, The CN Tower in Toronto, The Golden Gate Bridge in San Francisco, and Rome's Colosseum, all stood in darkness, as symbols of hope for a cause that grows more urgent by the hour. In March 2009, hundreds of millions of people took part in the third Earth Hour. Over 4000 cities in 88 countries officially switched off to pledge their support for the planet, making Earth Hour 2009 the world's largest global climate change initiative.

About the Barrie Earth Hour Music Festival

The Barrie Earth Hour Music Festival is the non-profit group responsible for organizing the Barrie Earth Hour concert and other initiatives in Barrie, Simcoe County and beyond. The group was founded by Gayle Rushton and includes a board of people passionate about spreading awareness of global climate change.