



For Immediate Release

Serena Ryder Headlines 3-Day Peak to Shore Music & Art Festival

May 2010 (Blue Mountains, ON): 2009 marked the first annual Peak to Shore Music Festival, pulling together downtown Collingwood and The Blue Mountains under one festival umbrella in the hopes of growing into a world-class destination festival. Recently, it was recognized as one of the 2010 Top 100 Ontario Festivals by Festivals and Events Ontario which acknowledges excellence in the province's festivals and events industry.

From August 20-22, 2010, the expanded program will showcase musicians, artist demonstrations and artisans from across Canada on 9 event stages in 4 quaint settings: The Village at Blue, Downtown Collingwood, Thornbury and Clarksburg.

“We are thrilled to be hosting this event again this year with the communities of Collingwood, Thornbury and Clarksburg”, says Patti Kendall, Manager of Marketing and Events for the Blue Mountain Village Association. “The Top 100 designation for the festival certainly provides another opportunity to showcase the incredible and diverse talent we have and to connect and inspire people from all over Ontario.”

The second annual Peak to Shore Festival is proud to announce Juno Award winning artist, Serena Ryder, hitting the Main Stage in the Village at Blue at 7pm on Saturday, August 21st. Festivities kick off Friday night and continue throughout the weekend in all four locations. Highlights include Silver Creek, Marc Charron, The Wild Turkey Outfit, Brett Caswell and Dave Thomson, Tara Holloway, Nicole Scott and Jake Robertson among others still to be announced.

“We wanted to honour Canada's finest independent recording artists and highlight some amazing and varied art demonstrations,” said Sue Nicholson, General Manager for the Collingwood Downtown BIA. “Adding these one-of-a-kind experiences year after year will enrich and broaden our existing festival line-up, bringing many first time and returning visitors to the region.”

Over 60 artists will be exhibiting work on Saturday and Sunday in Downtown Collingwood while art demonstrations will be happening on various stages in each community. The art demonstrations will range from chainsaw sculptors to henna artists to glass blowers to jazz music and painting duos.

The event is free all weekend long. Main stages are located in the Village at Blue Mountain, Downtown Collingwood and Thornbury. For more information and details regarding the event, please visit **peaktoshore.com**.

About the Village at Blue Mountain

The Village at Blue Mountain is located in the Town of the Blue Mountains, nestled between the charming communities of Collingwood and Thornbury, at the foot of Ontario's largest mountain resort, Blue Mountain. It is a not-for-profit corporation responsible for the management and maintenance of the public spaces in the Blue Mountain Village, special events, marketing and other activities related to the Village while actively contributing to sustainable tourism in the region. The Village offers a vibrant social and cultural scene combining unique attractions, dining and shopping experiences, and special events and activities. There's ALWAYS something to do at BLUE. villageatblue.com.

About Downtown Collingwood

Collingwood is located in the heart of Ontario's finest four-season destination area. Easy to reach, Downtown Collingwood offers a combination of old time charm and history with the best recreation in Southern Ontario. It boasts a population of 22,000 people and attracts over 2 million visitors annually. collingwooddowntown.com or collingwood.ca

About Thornbury

Thornbury is a place where time is measured by the arrival of cinnamon buns in a bakeshop window. Where bicycles and snowshoes are the chosen SUV. And where strangers say "hello". The harbour town of Thornbury offers a taste of the good life, all year round, on the shores of Georgian Bay. thornbury.ca

About the Village of Clarksburg

The Village of Clarksburg is often referred to as "Artsburg" due to the influx of the many local and talented artists who live and showcase their work in and around the area. As the hidden gateway between the picturesque back roads of the Beaver Valley, the slopes of The Blue Mountains and the shores of Georgian Bay, Clarksburg is a charming riverside village that one should experience any time of year. clarksburg.ca

About The Georgian Bay Association for Creative Arts

GBACA is an Art Association created in the early 1980's by the Blue Mountain School of Landscape Painting. Current membership is made up of 170 talented artists from all over Ontario. The intent of the group was to bring artists together while creating various activities and events for the artisans to share, showcase and sell their work. gbaca.com

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