



For Immediate Release

Peak to Shore Music & Art Festival Rocks The Region with Headliner Serena Ryder

August 10th, 2010 (Blue Mountains, ON) – The Village at Blue Mountain in partnership with Downtown Collingwood and Thornbury is excited to have Serena Ryder perform at the Second Annual Peak to Shore Music and Art Festival on Saturday, August 21st at 7pm in the Village at Blue Mountain.

Recently designated as one of the 2010 Top 100 Ontario Festivals, Peak to Shore will feature Canada's finest independent recording artists along with a 60 exhibitor art show and art demonstrations throughout 4 quaint towns: Downtown Collingwood, Thornbury, Clarksburg and the Village at Blue.

When asked about the Peak To Shore Festival, Serena said, "After touring with David Gray and Ray LaMontagne, it's going to be great to come back home. I'll be primed and be ready to go, with the people that I know in a country that I know. I'm definitely looking forward to it".

Festival organizers are thrilled that she will be making a stop locally, after an action-packed 2010 with appearances at the Vancouver Olympics and Victory Ceremonies, finishing a US tour with the Barenaked Ladies and setting out on another US tour with Lilith Fair, followed by dates with Rob Thomas, Ray Lamontagne and David Gray. Serena was also one of the 75 Canadian artists (including Nelly Furtado, Drake, Metric, Justin Bieber, Avril Lavigne) who came together for "Young Artists for Haiti" as well as donating her time and talents to Music Monday: The Coalition for Music Education in Canada, Time for Climate Justice and Pedal For Hope.

Three-time JUNO Award Winner, her albums *If Your Memory Serves You Well* and *is it ok* have been certified GOLD in Canada and her single *Weak in the Knees* achieved GOLD Single.

Additional Peak To Shore highlights include Silver Creek and Marc Charron, popular Ottawa performers that are gaining momentum and buzz all over Canada; The Wild Turkey Outfit, armed with fiddles, mandolin, guitars, harmonicas, a suitcase and a tin can; and rising musicians Pat Robataille, Brett Caswell, Dave Thomson, Tara Holloway, Nicole Scott and Jake Robertson.

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**. Sponsors of the festival include the Village at Blue, Downtown Collingwood, the Town of Collingwood, Thornbury, Galaxy Cinemas, Creemore Springs, TD Canada Trust Music, OLG, 95.1 The Peak FM, Mix 106.5, AM740 and The Collingwood Connection.

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