



FOR IMMEDIATE RELEASE

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Celebrate Canada Day from Peak to Shore and Straight to Your Home.

Join our virtual community celebration from Collingwood to Blue Mountain Village and The Blue Mountains

Blue Mountains, Ontario. June 9, 2020 - Normally, Blue Mountain Village, the Town of Collingwood and the Town of the Blue Mountains would each have a slate of Canada Day events to bring people together in their communities. In our new normal, this isn't possible. But everyone sees the need for a celebration. So, with support from BruceGreySimcoe and the Province of Ontario, the three communities are getting together to bring you the next best thing – Canada Day from Peak to Shore – a safe, pandemic-defying, life-affirming celebration, and tribute to our essential workers.

Recognizing change as the only constant in today's reality, Patti Kendall, Director Marketing & Events for the Blue Mountain Village Association, says different will be a good thing. "It won't be our typical Canada Day Celebration or our typical Peak To Shore music fest," says Kendall, "but we promise to entertain you in the safety of your homes with great acts performing from some of the most beautiful destinations in our region."

Without a live audience, the show will be responsibly hosted by The Peakfm's John Eaton & Melanie Case and live-streamed directly to your home from 6pm – 9pm on www.peaktoshore.ca. While the complete line-up is still to be announced – who doesn't love a surprise? - expect an amazing showcase of the people and places of South Georgian Bay and awesome music from fan favourites including Pat Robitaille, The Leynes Brothers, Victoria Yeh, Amanda Journey, Mike McCarthy Band and Singing Soldiers.

While celebrating July 1st is important every year, I think everyone agrees it takes on increased significance in 2020. As Dean Collver, Director Parks, Recreation and Culture says, "It's important for us to come together as a community to celebrate Canada Day, support each other and pay tribute to our front-line workers and everyday heroes. This show will have elements of each and be fun for the whole family."

Fun AND interactive. The week leading up to the event we'll announce a contest on social media and during the live show there will be opportunities to get involved and win prizes while tagging us at #peaktoshore on social media. So gather the family for your backyard picnic and get ready

to party six feet from your neighbours. From Peak to Shore, together and apart this Canada Day. Find show information at PeakToShore.ca

About the Village:

Between beautiful downtown Collingwood and the quaint harbour town of Thornbury sits the picturesque Blue Mountain Village, Ontario's favourite 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 and 50 unique shops and restaurants. For travel advisories and information on what's open, please visit

www.bluemountainvillage.ca
