



FOR IMMEDIATE RELEASE

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### **“Might as Well Go for a” ... Musical Hike!**

**Kim Mitchell Headlines Guitar Trail™ Festival at Blue Mountain Village September 9<sup>th</sup>**

**The Blue Mountains, Ontario.** (August 23, 2017) --- Named one of the Top 100 festivals by Festivals and Events Ontario, the Guitar Trail™ returns to Blue Mountain Village for a fourth year of fun and musical adventure. Summer was made for music in the great outdoors, and there's no greater outdoors than these. Hike up, down and around the mountain by rivers and waterfalls, then emerge to spectacular views of the crystal clear waters of Georgian Bay – all while enjoying the soundtrack provided by the musical stops along the way – including guitars, voice, drums, violin and ukuleles. Running from 1 to 4 pm, the hike takes roughly 60 minutes but you'll want to give yourself 2 to 3 hours to take in all the performers. Check in at the tent in the Village to get your event guide and a wristband for a free ride down on the gondola.

#### **This trail keeps getting longer!**

The Guitar Trail™ continues to grow, this year featuring over two dozen acts on the mountain and throughout the Village. “It keeps getting bigger every year,” says Patti Kendall, Director of Marketing and Events for the Blue Mountain Village Association. “I think it's because it's so unique. Great hiking, incredible music, interactive experiences. All in one of the most beautiful settings in Ontario. And all for free. I don't think you'll find that anywhere else.”

With returning favourites like Rebecca Rain, Drew McIvor, Luke Martin and violinist Victoria Yeh, plus newcomers including Pat Maloney, David Stone and Amanda Dorey, there's sure to be something to satisfy any musical taste and every age. And this trail is hands-on. You can learn to drum at the interactive Bambalamb! show, try your hand at the ukulele, or pick up a four-string at

the Bass Station, hosted by Joe Rockman – founding member and bass player for the Jeff Healey Band. Bring your own bass and plug in, or pick up Joe’s and rock out! He may even let you in on some professional tips and tricks. Also returning is luthier Tony Carol talking about the timeless art of guitar making,

**It all ends with a “Wild Party”**

At 4:30 pm Canadian rock legend Kim Mitchell takes to the Coca Cola Village Stage to fulfill his “Rock and Roll Duty”. Mitchell started his career as lead singer for the eclectic ‘70s alternative rock band *Max Webster*. From there he went on to a remarkable gold and multi-platinum selling solo career that has included 3 Juno awards – including Album of the Year for “Shakin’ Like a Human Being” - and added such massive hits as “Patio Lanterns”, “Go for a Soda”, “All We Are”, “Rock and Roll Duty”, and “I Am a Wild Party” as indelible parts of the Canadian musical landscape. Kim Mitchell in the sunshine – for free! The perfect ending to a music-filled outdoor day.

Full details on the Guitar Trail™, including the full list of performers, can be found online at [www.BlueMountainVillage.ca/GuitarTrail](http://www.BlueMountainVillage.ca/GuitarTrail).

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**About the Village:**

Between the foot of the Niagara Escarpment’s scenic Blue Mountains and the rugged shores and crystal-clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario’s premiere 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 including over 40 unique shops and restaurants, zip lines, ropes courses, hiking, biking, Segue tours and much more. An incredible natural retreat, the Village offers as much – or as little – as you’d like to do. For a complete listing of Village events, please visit

[www.bluemountainvillage.ca](http://www.bluemountainvillage.ca)

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