



172 South Drive
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For Immediate Release

BARENAKED LADIES to Kick off 20th Birthday Party for Norfolk County Fair & Horse Show's Grandstand-Tickets on Sale July 28th

June 24, 2010 Simcoe, Ontario- The Norfolk County Fair & Horse Show is excited to announce the lineup for this year's Grandstand performances at the fair. "We're going to throw a 20th Birthday Party for our grandstand, the likes of which have never been seen in Norfolk County", states General Manager, Karen Matthews. "While many of us were sentimental over the old grandstand, it had run out of life, and 20 years ago the Fair Board invested in the current structure. This 20th Birthday is a special celebration in honour of the \$1.5 million in funds raised by our community to build it. It's also the Fair's 170th Birthday. That gives us a LOT to celebrate."

Eight time Juno Award winning, Grammy nominated, BARENAKED LADIES will kick off the Grandstand celebrations on Tuesday, October 5th at 8:00pm. The band, comprised of Ed Robertson, Tyler Stewart, Kevin Hearn, and Jim Creggan was formed in 1988 in Toronto. These Canadian superstars are best known for their hit singles, "One Week", "The Old Apartment", "Pinch Me", "If I Had a \$1,000,000" and "Brian Wilson". They have released a total of 13 studio, compilation and live albums... selling over 10 million albums in the United States and over 12.4 million albums in Canada. BARENAKED LADIES have had 6 top ten albums in Canada, including "Gordon" which was #1 in 1992. "All In Good Time" is the name of the brand new album, the 11th from this Canadian institution, and their first as a new four-piece. First single from "All In Good Time"- "You Run Away" was Number 1 added at Hot AC radio out of the box. BNL have been certified diamond, multi-platinum, platinum, and gold with five of their album releases in their home country.

"For the past several years, our Grandstand Entertainment Committee has listed BARENAKED LADIES as our number one choice for a performance in the Grandstand", says Matthews. "We've also had many requests to have BARENAKED LADIES appear here from our visitors. This year, with the help of U.S. Steel Canada, Simcoe Lions Club, CD98.9, Simcoe Reformer and others, it is becoming a reality".

To make the Grandstand Birthday Party accessible to everyone, special 20th birthday pricing is in effect for this grandstand event. "Grandstand seating tickets are going on sale for only \$20 plus fair admission", states Matthews. "These tickets will admit you into the grandstands for the performance. These are general admission seats and all seats in the grandstands are excellent". 1,000 tickets on the track will be available for the show for \$30 plus admission. "These are reserved, numbered seats, so you will be able to choose which seat you would like when you purchase these tickets", she added. This is the only show during the week of the fair that will require a ticket for the grandstand seats.

On Friday October 8th country music sensation LONESTAR presented by Simcoe Reformer, and Scotlynn Commodities comes to the stage. To date, LONESTAR has sold over 10 million albums, with ten #1 country hits as well as nine Top 40 songs on the *Billboard* Hot 100 charts including "I'm Already There," "Come Cryin' To Me" and their smash, "Amazed," which spent eight weeks at the #1 spot on the country charts. It also as reached #1 on the *Billboard* Hot 100 and was awarded "Song of the Year" by the Academy of Country Music. The same week the band's next single, "Smile" held the No.1 spot on the

Billboard Country singles chart. "Lonely Grill" was certified multiplatinum in 2000, additional No. 1 hits from the album included "What About Now" and "Tell Her".

On Saturday, October 9th female country artist JO DEE MESSINA presented by First Ontario Credit Union and the Simcoe Reformer performs with popular tunes such as "Heads Carolina, Tails California" and "You're Not in Kansas Anymore". Her album, "I'm Alright," exploded with its back-to-back-to-back chart-toppers "Bye Bye" (ASCAP's Song of the Year), "I'm Alright" and "Stand Beside Me" which made her a star. JO DEE MESSINA won the ACM's Top New Female Vocalist award, the CMA Horizon award and the nod for Most Played Country Female of 1999 from *Billboard* Hits like "Lesson in Leavin'," "Because You Love Me," "Downtime," "Bring On The Rain," and "That's The Way". "My Give A Damn's Busted" would cement her reputation as one of country's most loved and enduring hit-makers. Along the way, JO DEE MESSINA earned a well-deserved reputation as an electric live performer, becoming one of the first women of country to mount a major headlining tour.

With the exception of Tuesday night's show, grandstand seats are free with admission to the fair. Reserved seats are available "on the track" for Friday and Saturday night concerts for \$20.00 plus fair admission. A package deal for both concert nights is available for \$50.00 which includes the Friday night and Saturday night concert track seats plus admission to both shows (a savings of up to \$13 over gate admission prices).

All concert tickets go on sale at 9:00 am on Wednesday, July 28th. Tickets can be purchased by visiting the fair office at 172 South Drive, Simcoe or by telephone at (519) 426-7280 x 233 or online at www.norfolkcountyfair.com with Visa, MasterCard or PayPal. A \$5.00 shipping and handling fee applies.

As an added bonus, ticket buyers for any of the seats for the Grandstand performances at Norfolk County Fair & Horse Show will receive \$1.00 off advance admission to Paris Fair which can be used to see Canadian country favourite DOC WALKER on September 4 at 8 pm at the Paris Fair in Paris, Ontario. Information about Paris Fair can be found at www.parisfair.com.

The Norfolk County Fair and Horse Show is the fifth largest fair in Ontario and has an annual attendance in excess of 100,000 visitors. The Fair has earned a "Top 100" event designation through Festivals and Events of Ontario and is one of the top fairs in the country according to the Canadian Association of Fairs and Exhibitions.

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The following is the complete line-up for the 2010 Norfolk County Fair & Horse Show Grandstand:

Tuesday October 5th, 8:00pm – BARENAKED LADIES generously supported by U.S. Steel Canada, CD98.9, Simcoe Reformer, Simcoe Lions Club and others.

Wednesday October 6th, 7:30pm- Canada's #1 Demolition Derby (District Competition)

Thursday October 7th, 7:30pm- Monster Madness presented by Freeman's Service Centre

Friday October 8th, 8:00pm- LONESTAR presented by Scotlynn Commodities and the Simcoe Reformer

Saturday October 9th, 8:00pm- JO DEE MESSINA presented by First Ontario Credit Union and the Simcoe Reformer

Sunday October 10th, 7:00pm- Simcoe COTPA "Grand Daddy" Tractor Pull presented by Norfolk Mutual Insurance Company and Norfolk Tractor

Monday October 11th, 6:00pm-Canada's #1 Demolition Derby (The William's Cup Demolition Championship)

For more information about tickets, and other special events please visit our website at www.norfolkcountyfair.com or call the fair office at (519) 426-7280 x 233