



172 South Drive  
Simcoe, On.  
N3Y 1G6

For Immediate Release

## **Norfolk County Fair and Horse Show Announcing this year's Exceptional Grandstand Line-up**

**Simcoe, Ontario July 10, 2009-** It is with great excitement and enthusiasm that The Norfolk County Fair and Horse Show announces the official grandstand line-up for this year's fair which runs October 6<sup>th</sup>-12<sup>th</sup>, states Karen Matthews, General Manager of the Norfolk County Fair. "We are excited to be able to present such a prestigious lineup of Canadian talent again this year. As usual, all grandstand shows are included with admission to the Fair. We will continue to offer special reserved seats on the track for the Friday and Saturday night concerts, part of The EastLink Concert Series, and this year, we have held the prices and are offering a special discount when you purchase both nights of concerts. It's a great deal for two great country music shows."

Friday October 9<sup>th</sup>, The EastLink Concert Series features Canadian country superstar **Johnny Reid** and is presented by Scotlynn Commodities, Simcoe Reformer and 95.3 The New Country. Johnny Reid is a country music artist who has charted several hit singles in Canada. He was nominated for the 2008 Juno Award for Country Recording of the Year for *Kicking Stones* which went Platinum in Canada. Reid was named Male Artist of the Year at the 2008 CCMA Awards. Johnny Reid's "*Dance With Me*" was certified Platinum, just eight weeks after its March 10, 2009 release. With sales going Gold in just 48 hours, this album has been one of the top sellers in Canada this spring. *Born to Roll* which was released in March 2005 also went Gold in Canada.

Saturday, October 10<sup>th</sup>, Back by Popular Demand **Doc Walker** will be returning to the grandstand featured by The EastLink Concert Series and is presented by First Ontario Credit Union, Simcoe Reformer and 95.3 The New Country. Doc Walker's status in the Canadian country music world has changed dramatically since their last appearance at the Fair. They were awarded the 2009 Juno for Country Recording of the Year for "*Beautiful Life*" and were invited to perform on the 2009 Canadian Country Music Awards which telecast on September 13<sup>th</sup> from Vancouver. Doc Walker won six trophies at the CCMA's including album of the Year and Fan's Choice. They have had radio hits with the songs "*I Am Ready*" and "*The Show is Free*" from the 2003 album *Everyone Aboard*. In 2001 they released the album *Curve*. "*Coming Home*" was released to radio in June 2009, as the lead single from the group's upcoming 6th studio album, expected in late August 2009

Grandstand seats are free with admission to the fair. Reserved seats are available “on the track” for Friday and Saturday night concerts for \$25.00 plus fair admission. A package deal for both concert nights is available for \$57.00 including one concert and admission ticket for each of the shows. The two concerts are part of The EastLink Concert Series, generously sponsored by telecommunications and entertainment services provider EastLink (formerly Amtelecom).

All concert tickets go on sale at 9:00 am on Wednesday July 29<sup>th</sup>. 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](http://www.norfolkcountyfair.com) with Visa or MasterCard. A \$5.00 shipping and handling fee applies.

The following is the complete line-up for the 2009 Norfolk County Fair and Horse Show Grandstand:

**Tuesday, October 6<sup>th</sup>** –Young Canada Day presented by Fanshawe College

**Wednesday, October 7<sup>th</sup>**, 7:30 pm Canada’s #1 Demolition Derby (District Competition)  
Presented by CKPC 1380am

**Thursday, October 8<sup>th</sup>**, 7:30 pm Monster Madness presented by Freeman’s Service Centre  
Oldies 1150 and Money Mart, Simcoe

**Friday, October 9<sup>th</sup>**, 8:00pm The EastLink Concert Series features Johnny Reid,  
presented by Scotlynn Commodities, Simcoe Reformer, and 95.3 The New Country

**Saturday, October 10<sup>th</sup>**, 8:00 pm The EastLink Concert Series features Doc Walker,  
presented by First Ontario Credit Union, Simcoe Reformer and 95.3 The New Country.

**Sunday, October 11<sup>th</sup>**, 8:00 pm Simcoe COTPA “Grand Daddy” Tractor Pull presented by  
Norfolk Tractor, Norfolk Mutual Insurance Company and Talk 820

**Monday, October 12<sup>th</sup>** 6:00 pm Canada’s #1 Demolition Derby (The William’s Cup  
Demolition Championship) presented by CKPC fm92.1

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

*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 17 fairs in the country according to the Canadian Association of Fairs and Exhibitions.*

-30-

Contact:

Wendy Brick, Publicity & Marketing Coordinator  
[publicity@norfolkcountyfair.com](mailto:publicity@norfolkcountyfair.com)

Tel: (519) 426-7280 x 224

Or

Karen Matthews, General Manager

[kmatthews@norfolkcountyfair.com](mailto:kmatthews@norfolkcountyfair.com)

Tel: (519) 426-7280 x 228