



FOR IMMEDIATE RELEASE

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# MEDIA RELEASE

## Niagara Falls to host all-Canadian musical line-up for New Year's Eve celebration at Niagara Parks

- New Year's Eve celebration to take place in Niagara Parks' Queen Victoria Park
- Featuring a diverse and talented musical line-up of Canadian artists, including rock icon Burton Cummings
- Two spectacular firework displays planned from the Niagara Gorge and Skylon Tower

**Niagara Falls, ON** – The Niagara Parks Commission and the City of Niagara Falls, along with its Niagara Falls New Year's Eve event partners, invite the public to join the celebrations and be part of one of Canada's longest running New Year's Eve festivities and concert series, taking place in Queen Victoria Park.

This year's concert features an all-star line-up of Canadian talent and will open with Niagara Falls-based band and winner of band of the year at the Niagara Music Awards, Avenue Inn. Avenue Inn has carved a unique space in the Canadian music scene since their formation in 2012 and have carefully crafted their own alternative rock approach, with their brand-new album "Tonight".

Taking the stage at 9 p.m. will be The Sheepdogs, the triple Juno Award-winning Saskatoon-based quintet. Since claiming *Rolling Stone* magazine's one and only Best Unsigned Band contest in 2011, The Sheepdogs have toured the world in support of their critically acclaimed albums, generating hits like "I Don't Know," the gold "Feeling Good" and "The Way It Is." In their latest album, *Changing Colours*, The Sheepdogs embrace new sounds and genres, expanding on their trademark aesthetic and style of guitar-driven modern-day retro rock.



Following The Sheepdogs will be a performance by Juno Award-winning, multi-platinum musical phenomenon, Walk Off the Earth. Based in Burlington, Ontario, their brilliant 5-people-playing-one-guitar interpretation of Gotye's "Somebody That I Used to Know" exploded on YouTube, garnering over 180 million views. Since then, the band has released a string of successful original songs including, "Red Hands, "Fire In My Soul" & "Rule The World" (multi-platinum in Canada); sold out venues across the globe and collaborated with some of the biggest artists in the world (Keith Urban, Snoop Dogg, Nicky Romero & Steve Aoki). The band is preparing to release a brand-new Holiday EP - Subscribe to the Holidays - available November 16<sup>th</sup>.

Closing out the evening and helping guests ring in the New Year, will be one of the most celebrated rock artists in Canadian music history, Burton Cummings. Whether as lead singer and songwriter with the Guess Who or on his own, Burton Cummings has amassed more hit records than just about any other Canadian performer in history. The legendary Canadian artist has transcended time, genres and generations with a body of work that continues to resonate with fans, both old and new.

The free outdoor celebration will feature two fireworks displays, as well as a variety of food and beverage options including an outdoor licensed area. The first fireworks show, sponsored by Tim Hortons, is set to take place at 9 p.m., while the second show, set off from the Skylon Tower, will ring in the New Year as the clock strikes midnight. For more information, please visit Niagara Parks' website at:

[niagaraparks.com/nye](http://niagaraparks.com/nye)

"Join us for an evening of incredible musical performances and spectacular fireworks that will make Queen Victoria Park and Niagara Parks the place to be this New Year's Eve," stated Niagara Parks Chair, Janice Thomson. "It's always a fantastic sight to see so many people celebrating the New Year together, here in one of Canada's most iconic and beloved tourism destinations, Niagara Parks."

"New Year's Eve in Niagara Falls is an amazing tradition! We are thrilled to offer an exciting show again this year and we want you to come and enjoy it with us!" added Niagara Falls Mayor Jim Diodati. "We look forward to celebrating the traditions of the season, like the Winter Festival of Lights, and the true Canadian experience of a New



Year's Eve outdoor concert, complete with outstanding entertainment and ringing in the New Year!"

Community partners involved in the New Year's Eve festivities in Queen Victoria Park include: The Niagara Parks Commission, The City of Niagara Falls, the Tourism Partnership of Niagara, Fallsview Tourist Area, Niagara Fallsview Casino Resort, Victoria Centre Tourist Area, Clifton Hill Tourist Area, Lundy's Lane Tourist Area, Skylon Tower, Tim Hortons, Pizza Pizza, and many other stakeholders within the City.

For more information, visit [niagaraparks.com/nye](http://niagaraparks.com/nye) or contact:

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