

**MEDIA ADVISORY**  
**(Morden May 4, 2010)**  
FOR IMMEDIATE RELEASE

**MUSIC, ART, FOOD AND FAMILY FUN FEATURED AT MORDEN'S**  
**21<sup>ST</sup> ANNUAL BACK 40 FESTIVAL - June 6, 2010**

Back 40 Festival is world-class family-oriented music festival that happens in the Morden Park Bowl. June 6, 2010 will mark 21 years of national and local musicians filling the stage with all genres of music.

Heart of Canada's Blues scene **Big Dave McLean** is headlining the event with a Manitoba based line-up that will cover bluegrass, gospel, folk, blues and some rock n' roll beginning at noon and ending at dusk.

Acoustic pop & gospel songwriter, **Jodi King**

Bluegrass & gospel performers, **Doug & Jess Band**

Singer/songwriter, **Joel Nickel**

Folk singer/songwriter prairie troubadour, **Del Barber**

Quintessential roots/bluegrass ensemble, **Oh My Darling**

Paramount Rockers, **The Dingleberries**

Songwriters, **Jenessa Freeheart, Karl Redding, Daniel Sukkau & Jon Klassen** will be performing as tweeners

The Back 40 Festival offers much more than just a great day of music. We are proud to work with the Pembina Hills Arts Centre in Morden to have local artisans feature their talent and skills at the festival. As long as it's original, hand-crafted, homemade or grown, it's welcome at the festival. So far this year: Teresa Bickle, Cindy Hiebert, Margaret Kennedy, Helen Dyck, Terri & Dana Clark and Room to Grow will have everything from jewellery, festival blankets, home-made goods, beeswax candles, potted plants and more. If you would like to be part of our Spring Festival visit our website or the Arts Centre for your application form.

To keep the event affordable for families kids under 12 get into the Back 40 Festival for free with an adult and will be kept busy all day in the colourful and traditional kid's tent. A craft table that has more glitter and glue than you know what to do with in a day brings out the creativity in every child. Apple bobbing, face painting, a fishing pond, costume trunk and scavenger hunt are just a few of the options that are fun for young and old.

**Captain Bubbles** will be there to fill the site with bubbles

**Sally Gilchrest-Unrau** will provide story-telling at 3p.m. with her new book "Sam's

Weird Afternoon” for more information on her story visit [HYPERLINK "http://fatquarter.wordpress.com"](http://fatquarter.wordpress.com) <http://fatquarter.wordpress.com>

Food vendors such as Little Red Wagon and Maximum BBQ are there to provide you with meals for the meat lovers, vegetarians and beverages to quench your thirst.

**“Fill the Bowl”** is a successful campaign launched last year with great success and great promise this year. With a contribution of \$150 you will receive 10 festival passes to give out to employees, family & friends along with a hand delivered event poster 2 - 3 weeks prior to the festival. Recognition is given on-site and posted on the website; 3M Social Club, Rick Wiebe & Yolanna Yerex, Code-Med Inc., Lode King Industries, Mo Sound Music Service, Twisters Restaurant, Agassiz Physicians Medical Corporation and Agassiz Credit Union Morden Branch have already taken advantage of this opportunity.

Advance tickets are \$15, tickets at the gate are \$20. To buy tickets or get involved with “Fill the Bowl” contact 204-246-2236 or email [HYPERLINK "mailto:info@back40folkfest.com"](mailto:info@back40folkfest.com) [info@back40folkfest.com](mailto:info@back40folkfest.com). Venues to get your advance tickets are Thornview Grocery, Pembina Hills Art Centre and B&D Music in Morden, Times Change(d) High and Lonesome Club in Winnipeg, and Johnny’s Java located in Winkler’s Southland Mall.

For more information on the Back 40 Festival, visit [HYPERLINK "http://www.back40folkfest.com"](http://www.back40folkfest.com) [www.back40folkfest.com](http://www.back40folkfest.com) or contact:

Jocelyn Unrau

Back 40 Festival Publicist

P. 204-362-6718 or 204-246-2236

E. [HYPERLINK "mailto:jr\\_unrau@hotmail.com"](mailto:jr_unrau@hotmail.com) [jr\\_unrau@hotmail.com](mailto:jr_unrau@hotmail.com)

W: [HYPERLINK "http://www.back40folkfest.com"](http://www.back40folkfest.com) [www.back40folkfest.com](http://www.back40folkfest.com)