

MEDIA ADVISORY FOR IMMEDIATE RELEASE

Back 40 Festival launches “Fill the Bowl” Campaign

(March 25, 2010) Back 40 Festival is giving individuals and businesses the opportunity to really make a difference and get involved with the June Festival. “Fill the Bowl” is a successful campaign launched last year with great success and great promise this year.

We are looking for ways to expand our festival audience within the community to ensure that no one misses out on this world-class festival hosted in Morden, Manitoba June 6, 2010. With a contribution of \$150 you will receive 10 festival passes to give out to employees, family & friends and an event poster 2 - 3 weeks prior to the festival. You will be listed on the “Back 40 Fill Up The Bowl Roster” at the upcoming “That 60’s Show” April 17th, at the June festival and on the website.

Manitoba Homecoming is all the buzz and Back 40 Festival got on board by making sure the entire festival line-up is no further than an hour and a half away. The Doug & Jess Band and Jodi King will begin things with a gospel hour at noon, continuing things are Oh My Darling, Del Barber, Joel Nickel, Big Dave McLean and The Dingleberries. Not to mention a group of local, up and coming musicians to entertain between acts!

Captain Bubbles is going to make an appearance for the kids along with the usual packed and colourful craft tent with fishing ponds and apple bobbing fun for all ages. A variety of food vendors are also part of the Back 40 Festival and do a great job serving your cravings throughout the day. Artisans from all over Southern Manitoba also come out to display their craft with everything from bedding plants, pottery, jewellery and paintings.

Adults are \$15 with advance tickets and kids 12 and under get in free making it a family friendly and affordable event. Tickets at the gate are \$20 which means by taking part in the “Fill up the Bowl” campaign you can save \$50! To get involved and learn more about The Back 40 Festival visit www.back40folkfest.com

For more information:
Linda Hiebert
Back 40 Festival President
(204) 246-2236
Info@back40folkfest.com