

**For Immediate Release
MEDIA RELEASE
Monday July 18th, 2011**



One week to go! Countdown to Atlantic Canada's Largest Green Music Festival

The 12th Annual **Evolve Music and Awareness Festival**

www.evolvefestival.com

July 22, 23 and 24 in Antigonish, Nova Scotia, Canada

featuring **Edward Sharpe and the Magnetic Zeros, Pretty Lights, Dub FX, Chali 2na, Fred Penner** + over 125 acts on 5 stages, awareness village, full service camping, craft & food fair and much more

Tickets available at Ticketpro.ca and Ticketpro retailers across Canada

Follow the developments live on Twitter throughout the festival www.twitter.com/evolvefestival

“Evolve serves as the summer’s marquee event in the Maritimes”~ *Exclaim!* Magazine

“This festival has decided to say from its inception, ‘How can we get as many people turned on to living in a way that’s connected with the planet, as much as we possibly can?’” ~ Michael Franti (of Spearhead, Evolve Headliners 2005)

Thousands of festivalgoers are counting down to the 12th annual edition of a bona fide Atlantic Canada rite of passage! The one-of-a-kind **Evolve Festival 2011** touches down this coming weekend, Friday July 22 to Sunday July 24th, among the spectacular rolling oceanside hills of **Antigonish, Nova Scotia!** Named **Canada's #1 Music Festival** by **CBC Radio 3** last year and the **Best Outdoor Festival** in North America by **Outside Magazine** in 2009 Evolve Festival 2011 will feature over 125 artists from dozens of music genres on 5 stages.

This year's headliners, Los Angeles collective **Edward Sharpe & The Magnetic Zeros** gets fans around the world swaying and singing in a state of joyous euphoria to their psychedelic, catchy, and feel-good sound. They have appeared **The Late Show with David Letterman** and **Austin City Limits**, and their hit song "Home" has received millions of YouTube hits as the soundtrack for Conscious Minds' "Guy Walks Across America" video. They've also been featured in several films and commercials and have performed at major Canadian & international festivals such as **the Ottawa Bluesfest, the Edmonton Folk Festival, Bonaroo, Coachella** and **Lollapalooza**. <http://edwardsharpeandthemagneticzeros.com/>

As always, Evolve Festival 2011 is the largest festival showcase in Canada for **Maritime talent**. This year's roster of Atlantic Canada's finest includes: salt-water rockers **Slowcoaster**, fiery redhead singer/songwriter **Carmen Townsend**, cosmic space-rockers **Tupper Ware Remix Party**, YouTube gib-rap sensation **Donnie Dumphy**, turntable master **Skratch Bastid**, ska reggae collective **The Idlers**, live

electro wizards **Scientists of Sound**, blues-roots duo **Isaac & Blewett**, the big band groove of **Weak Size Fish**, Boogie Funksters **Gordon Gets Lost**, instrumental quartet **Les Paiens**, indie pop darlings **Great Balancing Act** and so many others! Information on the full lineup, with links to all artists, can be found at: <http://www.evolvefestival.com/lineup/>

More than just a great music festival, Evolve Festival offers attendees an amazing range of activities and workshops -- to nourish the mind, body and soul. Workshops include: **Intro to Massage Therapy, Yoga and Meditation, Hula Hoop Dance Instruction, Heart Circle Facilitation, Yurt Construction, Juggling, Intro to Reiki, Solar Heater Construction, Solar Oven Construction, and Hand Drumming Circle, Rhythms & Percussion Techniques.**

For this year's edition, Evolve is more dedicated than ever to providing the greenest, most family friendly summer festival experience in the country. This year, the festival has partnered with **Eastern Region Solid Waste Management** to help bolster its already outstanding recycling and disposal programs. Environmental and activist groups with a presence at Evolve Festival 2011 will include: **Crusis, Ecology Action Center, The Conservation Council Of New Brunswick, RRFB Nova Scotia, Oxfam, Apathy Is Boring, Katimavik, Greenpeace, GPI Atlantic Youth Program, and MADD.** These groups will be sharing their philosophies in the **Awareness Village**, and some will also have the opportunity to share and educate from the mainstage.

Evolve is proof positive that sustainable business is good business; according to a 2010 report by the **Antigonish Regional Development Authority**, the total economic activity generated by the festival was **\$1.8 million** throughout Nova Scotia, with **\$1.2 million** occurring in Antigonish. <http://www.antigonishrda.ns.ca/news/article/arda-releases-economic-impact-assessments/>

Check out this short documentary from **The 2010 Evolve Music Festival**, produced by Hemmings House Productions <http://youtu.be/QGGeWcjgfJA>

For more information about Evolve Festival, please visit: <http://www.evolvefestival.com>

Ticket Info:

Regular: \$145 plus service charges, Friday at gate: \$170, Saturday at gate: \$115 and Sunday at gate: \$50. Tickets are available at all Ticketpro Locations. One tree is planted for every ticket sold. Get more ticketing info here: <http://www.evolvefestival.com/tickets>

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