



**FOR IMMEDIATE RELEASE**

## **VIRGIN FESTIVAL BC ANNOUNCES SIX MORE RED-HOT ACTS INCLUDING DAY ONE HEADLINER – THE ROOTS!**

**18 stellar acts now announced for Virgin Festival's return to British Columbia**

**BURNABY (BRITISH COLUMBIA) JUNE 25, 2009** – Woo-hoo! Canada's hottest summer music festival, Virgin Festival, added six more hot acts for its second Virgin Festival BC! Which, if you need reminding, all goes down at **DEER LAKE PARK** on **JULY 25 & 26, 2009** to an expected throng of more than 20,000 music lovers!

Joining the already sizzling Saturday line-up are day one headliners and Grammy Award winners **THE ROOTS**, Juno Award winners **BROKEN SOCIAL SCENE** and singer-songwriter **CHRIS VELAN**. Artists already announced for day one of Virgin Festival BC are Canadian rockers OUR LADY PEACE, Grammy Award-winning electrorockers MUTEMATH, Canadian hip hop artist K-OS, punk rockers SPINNERETTE and Montréal based indie rockers PLANTS AND ANIMALS.

For the Sunday line-up new additions are new wave rockers **METRIC**, songstress **CARLY RAE JEPSEN** and soulful up-and-comers **EDWARD SHARPE & THE MAGNETIC ZEROS**. Artists already announced for the Sunday are day two headliner and Grammy Award-winning guitar legend BEN HARPER AND RELENTLESS7, legendary alt-rockers SONIC YOUTH, JARVIS COCKER of Britpop group Pulp fame, hip-hop trio DE LA SOUL, English indie rockers GOMEZ, garage rockers AWESOME COLOR and Welsh alt-rockers FUTURE OF THE LEFT. More hot talent will be announced v.soon!

"What a line up! Six more sizzling hot acts including The Roots and Metric means Virgin Festival BC is gonna be hard to beat!" said Andrew Bridge, Director of Virgin Festivals. "So make sure you grab your tickets now before BC's ultimate summer festival sells out!"

Keep an eye on [www.virginfestival.ca](http://www.virginfestival.ca) for the latest breaking news and line-up announcements for all Canadian Virgin Festivals. Fans can also keep up to date with Virgin Festival on Twitter at [www.twitter.com/virginmobilecan](http://www.twitter.com/virginmobilecan) and on the Virgin Festival Canada Facebook® fan page.

### **Ticket News**

General ticket sales for two-day, one-day and VIP Weekend are available in person at all Ticketmaster outlets, select Future Shop locations, online at [www.ticketmaster.ca](http://www.ticketmaster.ca), or [www.futureshop.ca](http://www.futureshop.ca) and by calling (604) 280-4444. Ticket information is also available at [www.virginfestival.ca](http://www.virginfestival.ca). Two-day tickets are \$135.00 plus \$5 facility fee and a \$2 donation to Virgin Unite (includes all sales taxes). One-day tickets are \$72.50 plus \$2.50 facility fee and a \$1 donation to Virgin Unite (includes all sales taxes).

Want to put some VIP into your Virgin Festival experience? Kick it up a notch and party like a rock star in the Louder Lounge. This exclusive VIP area is stuffed with comfy lounge chairs, cabanas, drinks and food to keep you relaxed and fueled up. Plus, you never know who you might rub shoulders with. VIPs also get a front of the line entrance to the Festival, shorter washroom line ups and a Festival merchandise discount. Get all the details at





virginfestival.ca. VIP Weekend tickets can be yours for \$300.00 plus \$5 facility fee, and a \$2 donation to Virgin Unite (includes all sales taxes). Convenience fees apply.

### About Virgin Mobile

The Virgin Mobile group of companies has attracted more than 12 million customers worldwide. As the No.1 mobile youth network, Virgin Mobile Canada's mission is to be Canada's most loved mobile company. Its simpler, better deals offer customers control, flexibility and choice to design mobile packages that truly works for them. J.D. Power and Associates ranked Virgin Mobile highest in customer satisfaction with prepaid wireless service for four years in a row<sup>1</sup> and 91% of customers would recommend Virgin Mobile to a friend.

Virgin Mobile phones are available at more than 4,000 locations with top-up cards available at more than 10,000 locations nationally. Virgin Mobile products can also be purchased online at [www.virginmobile.ca](http://www.virginmobile.ca) or by calling 1-888-999-2321.

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<sup>1</sup> J.D. Power and Associates 2005-2008 Canadian Wireless Customer Satisfaction Studies<sup>SM</sup>. Study based on 14,932 total responses from consumers with prepaid wireless service. Proprietary study results are based on experiences and perceptions of consumers surveyed in October 2008. [www.jdpower.com](http://www.jdpower.com)

