



Kelowna's Center of Gravity Estimated \$4 million Economic Impact

Kelowna, BC (June 12, 2012) – Center of Gravity sold-out in 2011 and brought an estimated \$4 million into the Kelowna economy, and the festival is expected to bring in over \$5 million in 2012. Center of Gravity is an event that not only music and sports fans look forward to; local businesses also appreciate the contributions it makes to the local economy. Many of the downtown businesses have their highest sales of the year over the festival weekend.

“Kelowna is a tourist town and Center of Gravity adds benefit to people looking to vacation. When locals are looking for other options to avoid the downtown, they come here. Attractions to Kelowna like Center of Gravity are what sustain local businesses,” stated Anthony Banning, General Manager at Milestones Kelowna.

Center of Gravity had over 25,000 guests through the gates in 2011; in 2012 the festival expects three-day attendance of over 30,000. Last year ticket purchases were comprised of 30% locals, 50% BC, 17% Alberta, and 3% other Provinces and USA, which resulted in a large influx of visiting customers for local businesses during the 2011 Center of Gravity:

- All hotels from Penticton to Vernon were sold out on Center of Gravity weekend.
- Over 5,000 hotel rooms were sold to Center of Gravity guests.
- Many bars and restaurants broke their all-time sales record during Center of Gravity.

“Many Wet Ape Productions team members are Kelowna locals and we pride ourselves on giving back to our hometown. Local businesses benefit just as much as music and sports fans when Center of Gravity rolls around,” shared Scott Emslie event founder, Wet Ape Productions. “In fact, many have their highest sales of the year during the festival weekend.”

Added Emslie, “We are very pleased to see that as Center of Gravity has evolved and grown over the past five years, the positive impact we have had on Kelowna has substantially increased as well. These results reinforce the critical role that Center of Gravity plays in the contributing to both the cultural and economic landscape of Kelowna and we will continue to strive to serve as a leader in the community.”

Center of Gravity is expected to sell-out for the second year in a row. As part of its overall impact it will also be hosting approximately 40 Exhibitors and Food Vendors; as well as, over 20 Sponsors tents on site between the Main Exhibitor Village and North Field Village.

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About Center of Gravity:

Center of Gravity takes place on the beautiful sandy beaches of Kelowna’s City Park along Okanagan Lake Aug 3 - 5, 2012. It features concerts each evening, DJs shows, 3 stages, beverage gardens, bikini contests, after parties each night, and over 150 pro athletes competing in 7 different sports: beach volleyball, freestyle mountain biking, FMX, wakeboarding, skateboarding, BMX, and basketball. Center of Gravity is Canada's hottest beach festival.

www.centerofgravity.ca



About Wet Ape Productions:

Scott Emslie founded Wet Ape in 2007. With a background as a professional volleyball player, Scott decided to produce a large beach volleyball event called "VolleyFest" (2007). The event was a success and Scott and his team were hooked on the thrill of creating cool new events. Since 2007 the team hasn't looked back and Wet Ape is the proud owner of Canada's hottest beach festival, Center of Gravity, which draws 25,000 - 30,000 guests a year; as well as, the inaugural KELOHA Music and Arts Festival which is expected to draw 15,000 - 20,000 in its first year. Wet Ape is also now producing large-scale arena shows and outdoor concerts with some of the biggest names in electronic dance music including Deadmau5, Calvin Harris, Skrillex, Afrojack, and Tiesto.

Note: Other quotes available from Kelowna businesses.

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