



Center of Gravity 2011 Canada's Hottest Beach Festival Over 150 Pro Athletes Paired With Chart-Topping Music Icons

Kelowna, BC (July 6, 2011) – Center of Gravity 2011 is this summer's hottest beach festival bringing together top headliners in music and sports on the sandy beaches of Kelowna's City Park July 29-31, 2011. Alongside DJ shows and bikini contests, Center of Gravity is also presenting over 150 pro athletes competing in five sports: pro beach volleyball, freestyle mountain biking, FMX, wakeboarding, and basketball. With expected attendance of over 20,000 fans the beach festival is providing unprecedented exposure to the athletes and their sports.

This year is Center of Gravity's most exciting line-up yet with over 16 chart-topping music acts. The three-day concert series will see Grammy-nominated, hip-hop icon, **Busta Rhymes** kick off the festival and get the crowds pumped with some of his monster hits. He'll share the spotlight with **A-Trak**, who is the first DJ to win five World Championships, and is half of the duo behind the collaboration, Duck Sauce and their hit "*Barbra Streisand*".

The second night of the festival will blow away festival-goers with gold album and UK-hit master, **Calvin Harris**. The final night of the festival will see Juno-nominated, electro-pop group, **Dragonette**, taking a break from recording their third studio album to drop synth-beats and their trademark quirky lyrics. Notorious as the only successful Arab/Jew partnership since the dawn of human culture, and hot off their UK Tour, **Chromeo** will close the main stage.

The sports action starts in the **Dirt Zone** with an intense mix of adrenaline and technique-featuring FMX and freestyle mountain bike shows hosted by mountain biking icon Steve Romaniuk. Our **Water Zone** features a lake jump for the freestyle mountain bike boys and wakeboard winch jam along the Okanagan Lake. Dustin O'Ferrall, Matt Bibby and the other pro wakeboarders will rip the rails from the lake onto Hot Sands Beach showing off some big grinds, tricks, and flips.

Back on land, **Hot Sands Beach** is home to Bud Light Lime Pro Beach Volleyball tournaments where local volleyball star Tammy Thomas & partner Carol Hamilton will be part of the action fresh off their 2nd place win at Santa Monica CBVA 2011. High-octane action continues in the **Hoop Zone**, home of the 4 on 4, full court competition that attracts Canada's best players including Henry Bekkring, one of the best dunkers Canada has seen; and defending champ Scott Morrison. Newly added is the **Urban Zone**, where street culture will be showcased with skateboard, BMX, and b-boy demos all staged to urban and hip hop style DJs.

A weekend pass are \$118-\$148; single day tickets range from \$18-58. Kids 12 and under are free. View complete line-up times, accommodations and to purchase tickets, visit www.centerofgravity.ca

- 30 -

About Center of Gravity:

Center of Gravity takes place on the beautiful sandy beaches of Kelowna's City Park along Okanagan Lake July 29-31, 2011. It features concerts each evening, DJs shows, 3 stages, beverage gardens, bikini contests, after parties each night, and over 150 pro athletes competing in 5 different sports: beach volleyball, freestyle mountain biking, FMX, wakeboarding, and basketball. The 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. Wet Ape is also now producing large-scale arena shows with some of the biggest names in electronic dance music including Deadmau5, Calvin Harris, and Tiësto.

Center of Gravity’s 2011 Concert Series Lineup:

- July 29 (5:00pm) Main Stage – **DIRTY RADIO**
- July 29 (6:00pm) Main Stage - **Dev and The Cataracs**
- July 29 (7:15pm) Main Stage – **DJ A-Trak**
- July 29 (9pm) Main Stage – **Busta Rhymes**
- July 30 (3pm) Bass Stage – **Mat the Alien**
- July 30 (3:30pm) Beach Stage – **Bad Boy Bill**
- July 30 (5:15pm) Main Stage - **Smalltown DJ’s**
- July 30 (6:25pm) Main Stage – **Sweet Thing**
- July 30 (7:20pm) Main Stage – **Classified**
- July 30 (8:30pm) Main Stage – **Calvin Harris**
- July 31 (3pm) Bass Stage – **Downlink**
- July 31 (3:30pm) Beach Stage – **LA Riots**
- July 31 (5:15pm) Main Stage – **Team Canada DJ’s**
- July 31 (6:30pm) Main Stage - **Zeds Dead**
- July 31 (7:45pm) Main Stage - **Dragonette**
- July 31 (9:00pm) Main Stage – **Chromeo**

Center of Gravity’s 2011 Adrenaline-Filled Sports Lineup:

Saturday, July 30, 2011

- 9:00AM – 8:00PM Pro Beach Volleyball – Hot Stands
- 9:00AM – 8:00PM Pro Basketball – Hoop Zone
- 11:00AM – 12:00PM Wakeboard Winch Jam – Water Zone
- 12:00PM – 12:30PM Freestyle Motocross Round #1 – Dirt Zone
- 12:30PM – 1:00PM Freestyle Mountain Bike Jam Session – Dirt Zone
- 2:30PM – 3:00PM Wakeboard Winch Jam – Water Zone
- 3:00PM – 3:30PM Freestyle Lake Jump – Water Zone
- 4:30PM – 5:00PM Freestyle Motocross Round #2 – Dirt Zone
- 5:00PM – 6:00PM Freestyle Mountain Bike Best Line – Dirt Zone
- 6:00PM – 6:30PM Wakeboard Winch Jam – Water Zone
- 8:20PM – 8:30PM Mayhem Session – Dirt Zone

Sunday, July 31, 2011

- 9:00AM – 8:00PM Pro Basketball – Hoop Zone
- 9:00AM – 6:00PM Pro Beach Volleyball – Hot Stands
- 11:00AM – 12:00PM Wakeboard Winch Jam – Water Zone
- 12:00PM – 12:30PM Freestyle Motocross Round #3 – Dirt Zone
- 12:30PM – 1:00PM Freestyle Mountain Bike Jam Session – Dirt Zone
- 2:30PM – 3:00PM Wakeboard Winch Jam – Water Zone
- 3:00PM – 3:30PM Freestyle Lake Jump – Water Zone
- 3:00PM – 4:30PM Women’s Beach Volleyball Finals – Hot Sands (Live on Shaw TV)
- 4:30PM – 6:00PM Men’s Beach Volleyball Finals – Hot Sands (Live on Shaw TV)
- 4:30PM – 5:00PM Freestyle Motocross Finals – Dirt Zone
- 5:00PM – 6:00PM Freestyle Mountain Bike Best Trick – Dirt Zone
- 6:00PM – 6:30PM Wakeboard Winch Jam – Water Zone
- 6:30PM – 7:00PM Slam Dunk Comp – Hoop Zone (Live on Shaw TV)
- 7:00PM – 8:00PM Pro Basketball Finals – Hoop Zone (Live on Shaw TV)

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