MEDIA ALERT
JUNE 2, 2011

LINEUP CHANGE FOR 2011 CENTER OF GRAVITY FESTIVAL

Critically acclaimed DJ A-Trak to replace DJ Pauly D on Main Stage; Added DiRTY RADiO

Due to Jersey Shore scheduling conflict, DJ Pauly D is unable to perform on July 29, 2011. Major influencer on the electronic music scene, DJ A-Trak will now take the main stage. Also, Vancouver-based act DiRTY RADiO has been added to the 2011 lineup.

A-Track is the first DJ to win five World Championships, and most recently garner a massive global response as half of the duo behind the collaboration, Duck Sauce and their hit *"Barbara Streisand".* The Canadian DJ legend is also the brother to Dave 1, of Chromeo (also headlining at Center of Gravity). A brilliant A-Trak video from Coachella 2011: http://bit.ly/ATRAKcoachella

Full updated 2011 lineup below:

- 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**

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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 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. http://centerofgravity.ca/

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