



## Center of Gravity 2012 Canada's Hottest Beach Festival 19 of the hottest names in hip-hop and electronic dance music come to Kelowna

**Kelowna, BC (June 12, 2012)** – Canada's Hottest Beach Festival returns to Kelowna this August long weekend (Aug 3-5, 2012). The Wet Ape team is excited for its biggest year yet, with over 19 of the hottest names in electronic dance music, dance, and hip-hop including Lupe Fiasco, Nero, Morgan Page, Bloody Beetroots, Miami Horror, and Yelowolf. The incredible line-up of artists include:

- **Lupe Fiasco** - Named GQ Magazine's "Man of the Year" and Rolling Stone's "Artist to Watch", Grammy Award winning Lupe Fiasco has been heralded since his breakout hit *Kick Push* in 2006 for his philosophical, sharp and dynamic lyrics. Following the success of *Lasers*, Fiasco is currently working on a sequel album to fan-favourite debut *Food & Liquor*.
- **Nero** - Currently touring their highly successful debut album *Welcome Reality*, and just announced to open for Madonna on the North American leg of her **MDNA** tour. Nero combines heavy bass and house rhythms with a lighter pop sound; as *Billboard* noted, Nero "comes off like a dubstep-powered pop band."
- **Morgan Page** - Over 130 remixes to his name, Page has earned a solid reputation for transferring insatiable pop energy to the dance floor in the form of banging, progressive house tracks. His latest release, *Body Works*, features Canadian duo **Tegan & Sara** and currently ranks as the #7 dance track on iTunes Canada.
- **Bloody Beetroots** - Italian electro house & dance-punk music project is known world over for dropping very dirty dance beats and a penchant for masks. Having remixed everyone from Crookers to Britney Spears and collaborations with fellow electro house musician Steve Aoki, Bloody Beetroots is currently touring Europe before heading to North America this summer.
- **Sweatshop Union** – This Vancouver group is one of the hardest working collective in North Western hip-hop. URB Magazine recently featured them in their next top 100. Following the success of their 2011 *Bill Murray EP*, which won Western Canadian Music Awards' "Hip Hop Album of the Year," the group is releasing two albums in 2012 starting with *The Leisure Gang EP* (single released March 2012).
- **Anjulie** - 2012 Juno nominee, Anjulie has been writing and composing her own music since she was a teenager. In 2011 her single *Brand New Bitch* was certified as a platinum digital download in Canada.
- **Miami Horror** - Melbourne's favourite psychedelic indie-electronic adventurers have followed up the release of their highly anticipated album *Illumination* with two years of touring and synth-heavy live shows. They are currently working on their next album, which they promise to be "dancy...with more rhythm than ever."
- **Yelowolf** - Hailed as one of Esquire Magazine's Best New Rappers of 2011, Yelowolf is taking the rap world by storm. The southern rapper released his debut studio album in November of last year to positive reviews, and is currently working on a second album.

Center of Gravity 3-day sport and music passes are SOLD OUT; Friday and Sunday single day sport and music passes are available for \$79.50; and Sport Passes are available for \$19.50 - \$29.50 / day. Kids 12 and under are FREE with paying adult. To view complete line-up times, accommodations and to purchase tickets, visit [www.centerofgravity.ca](http://www.centerofgravity.ca)



**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, DJ's 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](http://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, Afrojack, and Tiesto.

**CENTER OF GRAVITY 2012 MUSIC LINE UP:**

**Friday, Aug 3**

- Knife Party
- Lupe Fiasco
- Anjulie
- Young Empires
- Chris Lake

**Saturday, Aug 4**

- Morgan Page
- Miami Horror
- Yelawolf
- DJ Craze
- Adam K
- SonReal

**Sunday, Aug 5**

- Bloody Beetroots
- Nero
- R3HAB
- Mat the Alien
- Hard Rock Sofa
- Sweatshop Union

**For Media Enquiries, contact:**

Mediatonic PR  
Neesha or Ashley 778.737.6877

[buzz@mediatonicpr.com](mailto:buzz@mediatonicpr.com)