



FOR IMMEDIATE RELEASE

AWOLNATION, Cold War Kids, Tokyo Police Club, and The Sheepdogs set to Headline the Keloha Music & Arts Festival

Friday, July 6 – Sunday, July 8
Kelowna's Waterfront Park, BC



TICKETS on sale @ 10AM, Sat, March 24

Online: keloha.com/tickets

By Phone: 1.866.760.8324

In Store (Kelowna): Freeride Boardshop, Pita Pit, and Island Snow

In Store (Penticton, West Kelowna): Freeride Boardshop

In Store (Vernon): Dunas Skate Shop

(Save the service fees in store, ONLY 3-day passes available in store)

Early Bird Prices: \$39.50 Day Pass & \$89.50 3-Day Pass

(Plus HST and service fees)

**** ALL AGES ****

Keloha Music & Arts Festival Announces Artist Line Up

KELOWNA, BC – (March 22, 2012) – Keloha Music & Arts Festival is BC's newest festival set to bring some amazing entertainers to Kelowna's Waterfront Park along the beautiful Okanagan Lake on July 6 – 8, 2012. Keloha is a waterfront escape into the worlds of music and arts. This three-day, all ages event is brought to you by Wet Ape Productions, the team behind the sold-out 2011 Center of Gravity. Tickets go on sale to the general public at www.keloha.com at 10AM on Saturday, March 24.

Kelowna will be transformed into a tropical island escape celebrating arts and music. It's a dream event for a true music fan: intimate venues in beautiful locations with great live acts:

The lineup has a heavy emphasis on rock, indie, alternative, and folk: 26 bands performing on two stages throughout the three days and they all have one thing in common; they have an amazing live show. The artists set to take stage at Keloha include Cold War Kids, AWOLNATION, Tokyo Police Club, The Sheepdogs, The Joy Formidable, Graffiti6, Dan Mangan, The Limousines, The Dudes, Said The Whale, and many more.

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Full 2012 Line Up Below:

Friday, July 6th

- Tokyo Police Club
- Graffiti6
- The Limousines
- We Are The City

Saturday, July 7th

- Cold War Kids
- The Joy Formidable
- The Dudes
- Dirty Radio
- Daniel Wesley
- USS
- The Boom Booms
- The Pack AD

Sunday, July 8th

- AWOLNATION
- The Sheepdogs
- Dan Mangan
- Said the Whale
- Hey Ocean
- Jon & Roy
- Shout Out Out Out Out
- Acres of Lions
- Michael Bernard Fitzgerald
- Devon Coyote
- Thomas Kjørven

Plus 3 more bands still to be announced!

About Keloha:

Keloha Music & Arts Festival will take place at Kelowna's Waterfront Park, along the beautiful Okanagan Lake, on July 6 – 8, 2012. It features 2 stages, arts exhibitions and installations, a beverage garden (19+), and an exhibitors' village. It is a ticketed event for all ages. The Keloha Music & Arts Festival is a waterfront escape into music and arts.

www.keloha.com / www.facebook.com/kelohafestival / www.twitter.com/keloha_festival

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 Tiesto.

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