



Keloha Music & Arts Festival Brings Island Oasis to Kelowna

Kelowna, BC (June 6, 2012) – Keloha Music & Arts Festival is BC's newest festival set to bring amazing entertainers to Kelowna's Waterfront Park along the beautiful Okanagan Lake on July 6 – 8, 2012. Not just another music festival, Keloha is an escape into a tropical oasis of music and art. Alongside shows by 26 of the hottest bands in indie, alternative, folk, pop and rock music, Keloha offers a family-friendly space to create and enjoy art.

25+ artisans will showcase their work for free at Keloha, creating an outdoor gallery the whole family can enjoy. Waterfront Park will be transformed into an exotic oasis where families can lose themselves listening to music and exploring local art exhibits: from the 'Instrument Petting Zoo' where kids test out various instruments to 'Art Ave', featuring local artisans along the beach-side boardwalk.

"Keloha Music & Arts Festival is a way for us to further embrace the culture of music, arts, and community that makes Kelowna one of the best summer destinations in Canada. We take a lot of pride in creating successful events for Kelowna," stated Scott Emslie event founder, Wet Ape Productions.

Keloha is a festival for the true music fan. The lineup features 26 bands with one thing in common: an amazing live show. Acclaimed Toronto rockers **Tokyo Police Club** headline the first night, along with local stars **We Are The City**. Day two sees Welsh alt-rockers **The Joy Formidable**, taking a break from putting the final touches on their second album to treat music fans to dirty guitar riffs and melodic lyrics. Plus, Cali band **Cold War Kids** will bring some punk soul to the musical mix.

The final day of Keloha features **Said the Whale** and **Hey Ocean** from Vancouver, as well as Victoria natives **Acres of Lions**. Deemed 'New Artist of the Year' at the Junos, **Dan Mangan** completes the list of BC artists. Fresh from Coachella and Sasquatch, three-time Juno winners **The Sheepdogs** offer up their blast-from-the-past rock and roll, while punk-rockers **AWOLNATION** give fans something to head-bang about as the final act of the festival.

A Keloha weekend pass ranges from \$99.50 - \$109.50; single day tickets are \$49.50 - \$59.50. With a paying adult, Kids 6 - 12 are half price and Kids 5 and under are FREE. To view complete line-up times, accommodations and to purchase tickets, visit www.keloha.com.

- 30 -

About Keloha:

Keloha Music & Arts Festival is a waterfront escape into music and arts hosted in Kelowna's Waterfront Park, along the beautiful Okanagan Lake on July 6 – 8, 2012. The all-ages event features 2 stages, arts exhibitions and installations, a beverage garden (19+), and an exhibitors' village. The lineup has a heavy emphasis on rock, indie, alternative, and folk: 26 bands with one thing in common; they have an amazing live show. Artists set to take stage include Cold War Kids, AWOLNATION, Tokyo Police Club, The Sheepdogs, The Joy Formidable, Graffiti6, Dan Mangan, The Limousines, and The Dudes www.keloha.com.



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 it's 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.

KELOHA 2012 Music Line Up:

Friday, July 6

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

Saturday, July 7

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

Sunday, July 8

- 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

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