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Keloha Music & Arts Festival Kicks Off Summer in Kelowna Canada's Coachella Brings Best of Live Music, Art, and Style

Kelowna, BC (May 29, 2013) – Keloha Music & Arts Festival is back July 5-7, 2013 in Kelowna's beautiful Waterfront Park with a brand new lineup of amazing performers and art experiences. Building off a successful inaugural year, KELOHA is a tropical escape into an island oasis of music, art, and style. Alongside shows by 28 of the hottest bands in indie, alternative, folk, pop and rock music, KELOHA offers a creative hub for children, families, and adults alike.

KELOHA organizers have given 'Art Avenue' a fun revamp to encourage a greater artistic and creative presence. It hosts a variety of booths designed to bring out the kid in everyone, including a DIY tie-dye booth, KELOHA photobooth, chalk drawing, and sand castle building. Local artists such as David and Jordan Doody, Liz Dumontet, and Kris Kupskey will create KELOHA-themed live art installations throughout the festival. Other activities on hand will be acrobatic performances by Okanagan Gymnastics, drop-in yoga, and a hashtag (#) activated bubble machine!

"The response last year to Keloha Music & Arts Festival was incredible – it was very exciting for us to see how enthusiastically fans embraced the artistic and creative culture of the festival," stated Scott Emslie event founder, Wet Ape Productions. "Coming off the success of our inaugural year, KELOHA is primed to be one of the best (and stylish) music and art festivals in Western Canada."

KELOHA is also a music lover's paradise. The lineup features 28 bands with one thing in common: an amazing live show. Grammy-nominated **MUTEMATH** comes north from native New Orleans to headline the first night, along with local Juno-nominated rockers **Yukon Blonde**. Day two the **Arkells** – named 'Best New Band of the Year' at the 2012 Junos – take the stage before indie pop duo **Matt & Kim** close out the night with their new album *Lightning*.

The final day of KELOHA features a host of BC talent; from 2011 Peak Performance winners **Current Swell** to Vancouver natives **The Boom Booms** and **The Matinee**. Bringing some funk to KELOHA are Victoria-based **Rocky Mountain Rebel Music** and acclaimed psychedelic rock band **MGMT** closes out the festival with their infectious tunes perfect for a warm summer night.

A KELOHA weekend pass ranges from \$119.50 - \$189.50; single day tickets are \$49.50 - \$99.50. With a paying adult, Kids 6 - 12 are half price and Kids 5 and under are FREE. For more info, visit www.keloha.com.



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 5-7, 2013. The all-ages festival features 2 stages, arts installations, art exhibitor's village, beverage gardens (19+), and an impressive lineup of some of the hottest rock, indie, alternative, and folk music names. The 2013 KELOHA lineup will feature 28 bands with one thing in common; they have an amazing live show: MGMT, Matt & Kim, Mutemath, Capital Cities, Atlas Genius, The Trews, Arkells, Cults, Tanlines, Current Swell, Shad, Yukon Blonde, The Zolas, The Boom Booms, and more. 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 and the Keloha Music and Arts Festival. 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.

KELOHA 2013 Music Line Up*:

Friday, July 5th

- Mutemath
- The Trews
- Cults
- Yukon Blonde
- Willhorse

Saturday, July 6th

- Matt & Kim
- Atlas Genius
- Arkells
- Shad
- The Zolas
- Gold & Youth
- Humans
- Mindil Beach Markets
- Fields of Green
- Dear Rouge
- Rococode
- Damn Fools
- The Malibu Knights

Sunday, July 7th

- MGMT
- Capital Cities
- Current Swell
- Tanlines
- The Boom Booms
- The Matinee
- Washboard Union
- Wake Owl
- JP Maurice
- Rocky Mountain Rebel Music

*Lineup subject to change