



abfloodaid.ca
@abfloodaid

PRESS RELEASE

Alberta Flood Aid draws big acts to McMahon Stadium on August 15 to raise money for flood recovery

(Calgary, AB—Monday, July 15, 2013) On Thursday, August 15, 2013, tens of thousands of music lovers will join together at McMahon Stadium in Calgary for Alberta Flood Aid, a star-studded benefit concert to raise much-needed funds for flood recovery in southern Alberta.

All ticket proceeds will benefit The Calgary Foundation's Flood Rebuilding Fund. The Fund supports southern Alberta's long-term community rebuilding efforts, including the hardest hit areas of High River, Canmore and nearby First Nation reserves.

"We hope that this event will raise funds for those affected by the devastating flooding, but also bring our community together with incredible artists to celebrate the restorative power of music," said Peter Jurisic, Chair of Alberta Flood Aid.

The list of performers for the concert continues to grow, but already the following artists have confirmed their participation **Jann Arden, Randy Bachman, Tom Cochrane, Matthew Good, Colin James, Loverboy, Corb Lund, Johnny Reid, The Sadies, and Ian Tyson**. The evening will be hosted by comedian **Brent Butt**.

Mayor Naheed Nenshi commented: "I am very pleased to see members of the music community donating their time and resources to raise money for flood relief."

The event will begin at 6:00pm on August 15. Tickets for the event start at \$30 and will go on sale Friday, July 19 through Ticketmaster. Ticketmaster has agreed to waive all service fees normally associated with ticket sales. For further information on performers, tickets and donations, please visit abfloodaid.ca.

Organizers are pursuing donations and sponsorships to complement ticket sale revenue. To learn more about event sponsorship, please contact donate@abfloodaid.ca.

Alberta Flood Aid will utilize social media to bring Albertans together and will launch the #bootson campaign this week. For more information, follow @abfloodaid on Twitter and visit [Facebook.com/ABFloodAidConcert](https://www.facebook.com/ABFloodAidConcert).

(more...)

Alberta Flood Aid is also working with the Alberta Recreation and Parks Association and the National Music Centre on a pre-concert festival featuring local artists. Event details are pending.

Alberta Flood Aid would like to thank the following public organizations for their support: the Province of Alberta, the City of Calgary, Calgary Economic Development, Travel Alberta, and Tourism Calgary.

Alberta Flood Aid

Alberta Flood Aid is a volunteer-run not-for-profit organization that was established to raise funds for southern Alberta's flood recovery through a benefit concert.

For more information, please visit abfloodaid.ca.

The Calgary Foundation Flood Rebuilding Fund

Following the devastating Southern Alberta Floods of June 2013, The Calgary Foundation established the Flood Rebuilding Fund, which supports long-term rebuilding and recovery efforts.

For more information, please visit: thecalgaryfoundation.org/initiatives/flood-rebuilding-fund.

Alberta Flood Aid

Media Contact

Mary Kapusta

media@abfloodaid.ca

403-815-6350