

Release 3
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For Immediate Release



New & Returning Sponsors present Largest Elvis Festival to Date

Collingwood, ON – With a roster of more than 50 individual events and activities, totaling more than 232.5 hours of entertainment, the 16th Annual Collingwood Elvis Festival promises festival-goers four jam-packed days of Vegas-style shows, Tribute Artist competitions in professional, non-professional, and youth categories, outdoor concerts, children's activities, collectibles, a midway, and a classic car parade.

Long-standing supporter, **Sirius Satellite Radio**, returns in 2010 as title sponsor, and presenting sponsor of the three must-see events:

Official Collingwood Elvis Festival Tribute Artist Competition

This world-renowned competition begins with Elimination Rounds on Friday, July 23rd, beginning at 5pm at the Gayety Theatre, followed by Qualifying Rounds Saturday, July 24th and Semi-Finals Sunday, July 25th, both beginning at 11am and taking place in the Festival Gardens. The competition culminates at the Grand Finals, which take place Sunday, July 25th at 6pm in the Arena.

Elvis is Back Trivia Concert

Taking place Saturday, July 24th from 2pm to 4pm in the Arena, this unique Trivia Concert features Champion Elvis Tribute Artists Robin Kelly, Gino Monopoli, David Lee and Daylin James. Winners of the audience trivia contest will take home a show ticket prize package to the 2011 Collingwood Elvis Festival.

Canadian Star Challenge

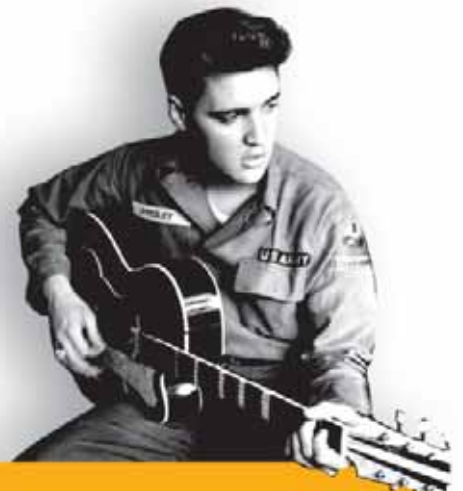
Come out to watch 12 Canadian competitors vie for top honours to win a special career enhancing prize package. Audience members who are currently Sirius Satellite Radio subscribers or those wishing to try a free 14-day trial offer can become part of the judging panel for this exciting new competition. This event takes place on Sunday, July 25th at the Pine & Second Street Event Lot from 12pm to 4pm.

Returning sponsor **OLG** is pleased to present the **Tribute Artist Showcase** taking place Friday, July 23rd in the Festival Gardens from 4pm to 12am. This afternoon and evening outdoor concert is a summer favourite for Collingwood Elvis Festival fans. A myriad of Tribute Artist performances will be backed by a mix of tracks and live accompaniment from the Casino Brothers Festival Houseband.

Metro...Food at its best returns again in 2010 to sponsor the Festival VIP Lounge, two pancake breakfasts in cooperation with **Batter Blaster**, and Elvis – A Birthday Celebration with **Warner Home Entertainment**. The **Rise & Shine and Greet the Dawn Pancake Breakfasts** take place Saturday and Sunday morning from 7:30am to 11am in the Second Street Food Court. **Elvis – A Birthday Celebration** takes place on Sunday, July 25th at 2pm in the Gayety Theatre and features a special screening of the film *Elvis on Tour*, a meet and greet with VIPs The Imperials and of course a giant birthday cake! **Warner Home Entertainment** will also host an **Elvis on Tour** screening at the Galaxy Cinema on Saturday, July 24th at 2pm.

New this year, **Rogers Communications Inc.** presents **Kidsfest Village**. This newly enhanced event features music, inflatables, crafts and activities. Taking place Saturday, July 24th and Sunday, July 25th from 9am to 5pm at The Station, this is the ultimate fun zone for children under 12. Partnering sponsors include **Collus**, **Scenic Caves Adventure Tours**, **Walker Industries Georgian Paving**, and **Elephant Thoughts**.

Continued...



Box 484, Collingwood, ON L9Y 4B2, 866-444-1162

www.collingwoodelvisfestival.com



“Without the support of our faithful returning sponsors and the commitment of so many new sponsors, the Collingwood Elvis Festival simply could not operate on the scale that it does. We are very grateful to these businesses and organizations,” says Festival Chair Peter Dunbar.

The Collingwood Elvis Festival is once again the proud recipient of the **Government of Ontario**'s Celebrate Ontario Grant. Enhancing the Kidsfest Village and various patron comforts throughout the festival, the Government of Ontario granted \$75,000 to the 2010 Collingwood Elvis Festival.

Festival organizers are thrilled to have the support of returning sponsors Sirius Satellite Radio, Town of Collingwood, Collingwood Downtown, OLG, Molson, Blackfly, Metro... Food at its best, Robinson's Paint & Wallpaper, National Car & Truck Rental, Blue Mountain Resorts, Westin Trillium House, 3L Productions, Warner Home Entertainment, Waters Boys, and GTA Midways. Welcomed partners in 2010 include Collus, Scenic Caves Adventure Tours, Elephant Thoughts, Rogers Communications Inc., Hamilton Watch, Batter Blasters, Cirque du Soleil, Bell, Aria Casino Resort & Spa, Walker Industries Georgian Paving, ProElvis Jumpsuits, MasterPix Collingwood, Big Screen F/X, and Gough Design.

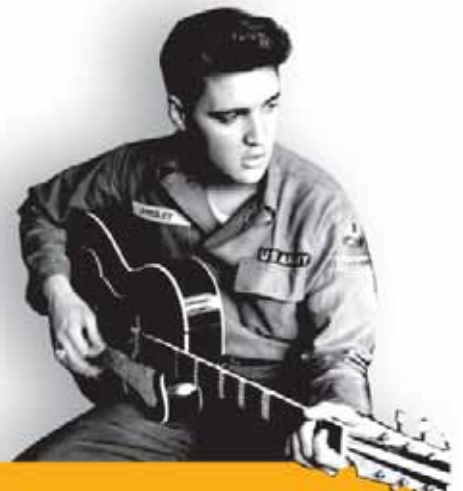
For a full listing of events and links to supporting sponsors, visit www.collingwoodelvisfestival.com.

The 16th Annual Collingwood Elvis® Festival, the largest in the world, takes place Thursday, July 22 – Sunday, July 25, 2010. Join friends, family, and fans in the heart of Collingwood's historic downtown, 1-½ hours north of Toronto, Ontario, Canada, for four days of unparalleled entertainment. Order your tickets today by calling toll free 1-866-444-1162 or purchase online at www.collingwoodelvisfestival.com.

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