



172 South Drive Simcoe, Ontario N3Y 1G6

Coleman Hell Announced for Norfolk County Fair & Horse Show on Saturday, October 8th, 2016

July 27th, 2016 Simcoe, Ontario - the Norfolk County Fair & Horse Show, is thrilled to announce the first of two concert performances at the Grandstand for this year's fair.

On Saturday, October 8th at 8:00 pm, Canadian musician, singer, songwriter and producer **Coleman Hell** will perform on the Norfolk County Fair & Horse Show main stage. Coleman Hell has crafted a genre-defying Monster of a hit with his affecting single "2 Heads." The mesmerizing track slips the bonds of your standard 'relationship' song immediately upon first listen, wowing bloggers and electro-music fans after repeated plays as it passed the 65 million global streams milestone on Spotify and topped music aggregators Hype Machine and Indie Shuffle soon after its release. The single has become a mainstay of multiple streaming and radio platforms, soaring to the Top 5 at US Alternative radio. "2 Heads" poked a hole in the denser pop stratosphere as one of the more provocative offerings of 2015. Now Coleman Hell is back with his new single "Fireproof."

Anchored by his inspiring and unorthodox approach, the Thunder Bay (Canada) native has forged a prolific reputation as an adventurous outlier with a diverse palate.

Ascending musical checkpoints include the 2012 YouTube offering "Glow" which introduced his style-bending chops, and 2013's Stark Raving mixtape which rattled the music blogosphere and drew raves (the Torontoist called it *'ethereal'* with *'memorable hooks'* that *'stick in your head for days...'*). 2014's heat-seeking anthem "You Are My Summer" moved Hell higher on the indie map, reaching #1 on the music discovery site Hype Machine and also garnering significant Spotify streams.

The 6 track EP features three new songs, "Sitcom," "After Hours" and "Move On," as well as three previously released songs including his colossal debut hit single "2 Heads." The multi-talented Hell embarked on a North American tour this past fall, hitting the road with electro-alt artist Robert DeLong and he just wrapped up a tour in Canada with Twenty One Pilots. In 2016, Hell was nominated for a JUNO award for "Breakthrough Artist of the Year."

This will be Coleman Hell's first visit to our fair thanks to our community partners including the MyFM 98.9, Simcoe Reformer, and First Ontario Credit Union.

Concert tickets for this show go on sale Wednesday, July 27th at 9:00 a.m. Purchase tickets online at norfolkcountyfair.com, by phone 519-426-7280 x 233, or in person at the fairgrounds, 172 South Drive, Simcoe Bldg. #5

“Party on the Track” for both Friday and Saturday Grandstand Shows continue. Reserved seating will still be available on the track for \$25. General Admission (standing), on the track is only \$20. This will be a licensed area and only available to track patrons. Grandstand seating is free with paid admission to the fair. “We’ll be opening the gate at 6:30 pm with your favourite brews and wines and surprise track level entertainment that was such a hit last year” said Araujo.

New this year! Taste of Norfolk will be taking place Friday, October 7 to Monday, October 10 beginning at 1pm each day in the Rec Centre Arena. Come and discover Norfolk County’s bounty of wineries, breweries and restaurants under one roof. Live musical entertainment each day. The entertainment schedule has Friday – The Practically Hip, Saturday – Dry County, Sunday – New Kids in Town: A Tribute to The Eagles, Monday – Chuck Jackson and the All-Stars All of this and more all FREE with paid admission to the fair. The Rec Centre will be licensed and open to all ages with food, snacks and refreshments. For more information on these bands, full schedules and upcoming events within the Rec Centre during fair visit norfolkcountyfair.com

The Harvest Dinner continues for the fifth consecutive year. This is a separately ticketed event. The Harvest Dinner includes a VIP package consisting of Free Admission to the fair, VIP parking; drink tickets, and your chance to win over \$4,500 in prizes courtesy of WestJet and Leon’s of Simcoe, plus a wonderful presentation of local food, beverages and desserts. Following the dinner will be an exclusive private concert with The Last Waltz, a tribute to THE BAND. Limited seating. Tickets available at the Fair Office, online at norfolkcountyfair.com or call the fair office at 519-426-7280 x 233. The Harvest Dinner is sponsored by Blue Star Ford, Ramblin Road, Scotiabank and Ontario South Coast Wines. This is a fundraising initiative for the Norfolk County Fair.

Don’t forget to buy your tickets early and save! Advance ticket purchases for admission to the fair can be purchased NOW at your local Roulstons locations in Simcoe, Port Dover and Delhi. Ride one day, all day vouchers are also available for a limited time. Don’t miss out. Tickets are also available at the Fair office, 172 South Drive, Simcoe or online at norfolkcountyfair.com

The Norfolk County Fair and Horse Show is celebrating 176 years, and is the fourth largest fair in Ontario and has an annual attendance in excess of 100,000 visitors. The Fair has earned a “Top 100” event designation through Festivals and Events of Ontario and is one of the top fairs in the country according to the Canadian Association of Fairs and Exhibitions. Norfolk County Fair and Horse Show is held in Simcoe, Ontario and runs October 4-10, 2016.

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