



172 South Drive
Simcoe, On.
N3Y 1G6

HUGE Entertainment Announcement– The BEACHES to headline the Fairgrounds Festival Friday June 9

April 14, 2023 Simcoe, Ontario- The Norfolk County Agricultural Society has put the icing on the top of an already highly anticipated, outstanding concert lineup for June. Toronto’s The BEACHES will headline Friday night of the Fairgrounds Festival in Simcoe, on June 9th to kick off the ultimate line up of Rock. The Beaches have become one of Canada’s top acts with a global reach, placing them in a modern and future context where rock prevails and marking them one of this generation’s most promising young rock groups. With five Top 5 Alt Radio singles, a JUNO Award for Breakthrough Group of the Year, opening tour spots for icons like The Rolling Stones and The Foo Fighters, and much more – this is just the beginning of what The Beaches have in store.

With the Beaches headlining Friday night and previously announced Bif Naked, Sloan and Finger Eleven on Saturday June 10th this marks the biggest concert event in Norfolk County in a decade! Two-Day Festival passes will be available first, and at the best prices, which encompass access to both Friday and Saturday concert nights, entry to the night market, and free on-site parking, starting at \$40, going on sale Monday April 17, online at FAIRGROUNDSFESTIVAL.CA

The BEACHES are gaining recognition from the world's most renowned artists, including the likes of Elton John, who has proclaimed: “Love them, love them, love them!”, The Beaches are on a swift ascent, and have no plans to slow down. Their album’s first single, “Money,” secured the No.1 spot for three consecutive weeks and the infectious track “T-Shirt,” which spent nine weeks on the Billboard Rock Chart, recently became Gold Certified in Canada. “I’ll Grow up Tomorrow,” “Fascination,” and “Snake Tongue” remain regular recurrent tracks on Canadian Rock Radio today.

Named appropriately after the Toronto neighbourhood they all hail and hang in, The Beaches are authentically rock ‘n’ roll. Their ‘70s aesthetic, unapologetic attitude and electrifying sound all fit harmoniously in a modern rock context. Comprised of sisters Jordan and Kylie Miller (on lead vocals/bass and guitar, respectively), Eliza Enman-McDaniel (on drums), and Leandra Earl (on keys and guitar), the band has a natural kismet that shines through on each track and in their live performances

Their latest 5-track EP, Future Lovers, highlights the band’s impressive musicianship and song-writing skills, which are complemented, as always, by the killer vocals and whimsically acerbic lyrics that The Beaches are known and loved for. Garnering rave reviews from Toronto Star, Exclaim, CBC Music and many more, Future Lovers brims with the band’s wit and personality, which is heard loud and clear on each track – from the energetic pop-ready “Blow Up,” anthemic “Let’s Go,” the nostalgic guitar-driven “Bad Behaviour,” the cheeky infatuated synth-track “Slow Mo,” and the heavy and pensively powerful finale, “You Don’t Owe Me Anything.”

The outdoor Norfolk Night Market will feature artisan vendors unique products, in a family friendly immersive festival setting including games, Tourism zones, food trucks and craft beer, wine and cider. The market runs from 3:00 pm to 10:00 pm on Friday and Saturday, Admission to the market only is \$10

for anyone over 12 and parking is FREE. There are a variety of ticket options for market and concert goers to choose from, that will be found online at fairgroundsfestival.ca.

The Norfolk County Agricultural Society, in partnership with Norfolk County and supported in part by the Amplify Norfolk initiative, will be capping off Community days across the County with the Fairgrounds Festival on June 9th and 10th. The event will also feature “Find your Folk” tourism zones showcasing all that Norfolk County has to offer.

The Norfolk County Agricultural Society is celebrating 183 years of the Norfolk County Fair and Horse show, and looks forward to this year’s edition of the third largest Fair in Ontario with an annual attendance in excess of 100,000 visitors. The Fair along with Eat & Drink Norfolk has earned a “Top 100” event designation through Festivals and Events of Ontario.

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General Manager, Angela Hogeveen
Norfolk County Agricultural Society
172 South Drive, Simcoe, ON N3Y 1G6
Email: gm@norfolkcountyfair.com
Cell: (905)-928-6632

Eat & Drink Norfolk,
April 13th, 14th, 15th, 2023 at the CIBC Auditorium

Fairgrounds Festival
June 9th, 10th on the Fairgrounds

Norfolk County Fair & Horse Show
October 3rd - 9th, 2023 in Simcoe, ON