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PEMBERTON MUSIC FESTIVAL
JULY 18-20, 2014

FOUNDER'S TICKETS ON SALE FRIDAY, SEPTEMBER 27 AT 9:00am PST

PUBLIC LAUNCH EVENT IN PEMBERTON TONIGHT

(Vancouver, BC – September 25, 2013) ~ HUKA Entertainment is pleased to present Pemberton Music Festival in Pemberton, BC on Friday, July 18 through Sunday, July 20, 2014.

Pemberton Music Festival, produced and promoted by HUKA Entertainment, is a three-day contemporary music festival in BC's scenic Pemberton Valley, near the foot of majestic Mt. Currie. In collaboration with land partners the Sunstone Group and the Lil'wat Nation, HUKA is prepared to turn Pemberton Valley, located less than thirty minutes from Whistler, BC, into a premiere musical playground on par with its other award-winning festivals.

"Pemberton Valley is unrivaled as a music festival site," says HUKA Entertainment co-founder and CEO A.J. Niland. "Its spectacular location aligns perfectly with HUKA's philosophy of producing world-class events in unique settings."

"The Sunstone Group is thrilled to partner with HUKA Entertainment," says Neil Colquhoun, President of the Sunstone Group. "We are very excited to host Pemberton Music Festival on our lands and look forward to continued collaboration with the local community in creating a fun, safe music experience that will be second to none."

"The Lil'wat Nation is proud to support Pemberton Music Festival, continuing our legacy of participating in world-class events," adds Lil'wat Nation Chief Lucinda Philips. "The Nation is happy to showcase its traditional territory and share our history and culture while promoting our economy."

In addition to the Lil'wat Nation, Pemberton Music Festival has been planned in cooperation with the valley's host communities of SLRD Area C and the Village of Pemberton, whose community-based resources, including Pemberton Chamber of Commerce and Tourism Pemberton, make the event possible.

"The Village of Pemberton is pleased to be working with HUKA Entertainment and The Sunstone Group on such an important event," says Village of Pemberton Mayor Jordan Sturdy. "I think I can safely say that we are all eagerly anticipating a great event."

Niland says the festival lineup, which will be revealed in the near future, is similar to what HUKA has booked in the past on other festivals, including the award-winning Hangout Music Festival.

"We cater to the iPod generation, where playlists, not genres, dominate listening habits," says Niland. "Our vision for Pemberton Music Festival includes a wide spectrum of rock, indie, hip-hop, EDM, and more, anchored by top-level headliners."

In addition to experiencing live music performances from top-level artists, festival-goers can also enjoy a variety of arts, activities and other forms of entertainment, according to Niland.

The event will provide a blend of on-site camping and off-site hotel lodging options, in collaboration with festival lodging and activities partners Whistler Blackcomb and Tourism Whistler. While limited camping will allow festival-goers to stay directly on festival grounds, those seeking the comforts of a home away from home can secure traditional lodging options in nearby Whistler, BC. Non-camping patrons will have access to a variety of festival-supplied transportation options, including shuttles from Whistler.

"We are all very excited to support this world-class music festival in 2014 and look forward to the tremendous energy and exposure it will bring," says Dave Brownlie, President and CEO of Whistler Blackcomb. Louise Walker, Tourism Whistler's Vice President Marketing Strategy, adds "Having a robust events calendar is important for the Sea to Sky Corridor. Working together with our neighbouring communities to support event tourism opportunities benefits the entire region."

In addition to traffic load improvements already made to the Sea to Sky Highway for the 2010 Winter Olympics, organizers of the Pemberton Music Festival, in conjunction with the Sunstone Group and the Lil'wat Nation, have effectively doubled the size of the traditional site by acquiring usage of acreage immediately adjacent to the festival grounds. The result has eliminated the need for off-site camping or excessive commuting, which directly contributed to traffic delays at past events in Pemberton Valley.

"The improvements made to the land base not only make the grounds more conducive to festival activities and camping, but have had a great and positive impact on parking and traffic management plans as well," says Niland. "Discussions are already underway with Ministry of Transportation and Infrastructure officials to review these plans and put them into effect."

A limited quantity of special Founder's Program tickets for the festival will be available online at www.pembertonmusicfestival.com on Friday, September 27 at 9:00am PST. The Founder's Program allows early supporters of the festival to purchase discounted three-day general admission tickets at $189.00 each – inclusive off all fees and shipping costs – along with a one-time-only amenities bundle that will not be for sale to the public again. Further details can be found at www.pembertonmusicfestival.com.

A Pemberton Music Festival launch celebration, including a live performance and a special announcement, will take place tonight, Wednesday, September 25, at The Meadows at Pemberton Golf Course, located at 1730 Airport Road in Pemberton, BC. Doors open to the general public at 7:00pm and admission is free.
"Our launch parties are always a bit unusual, and we'll have a surprise or two in store for everyone who attends," says Niland. "We're inviting our friends in the community and the general public to celebrate with us, so everyone will understand why in July of next year, all roads lead to Pemberton."

Further details, including the lineup announcement, will be made available soon. In the meantime, visit Pemberton Music Festival on the following platforms:

Web: www.pembertonmusicfestival.com

Twitter: @Pemberton_Fest

FB: www.facebook.com/PembertonMusicFestival

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About HUKA Entertainment:
New Orleans, LA-based HUKA Entertainment is a privately held full-service production, talent-buying and promotion company that specializes in festivals, concerts and events of all sizes. Known for groundbreaking innovation at festivals throughout North America, HUKA Entertainment produced the Concerts for the Coast series featuring Jimmy Buffett, Bon Jovi and Brad Paisley; is the co-founder, producer, talent buyer and co-promoter of the award-winning Hangout Music Festival (Gulf Shores, AL); is the co-founder, producer, talent-buyer and promoter of the award-winning Rock The Ocean's Tortuga Music Festival (Ft. Lauderdale, FL); is the co-founder, producer,

talent buyer and co-promoter of Pemberton Music Festival (Pemberton, BC); and the co-producer and co-promoter of BUKU Music + Art Project (New Orleans, LA). HUKA Entertainment also books talent for and/or promotes a variety of concerts and events at clubs throughout the Southeastern United States. www.hukaentertainment.com

About The Sunstone Group:
The Sunstone Group is a Canadian owned family business with operations in both the real estate and entertainments sectors. In addition to the Pemberton Music Festival, the Sunstone Group has a number of other business interests in the Pemberton Community, including a land development, establishment of an independent boarding school, and ownership of the Meadows at Pemberton Golf Course. Visit us at http://www.sunstoneridge.ca

About the Village of Pemberton:
Pemberton is one of the fastest-growing communities in BC and home to family farms, fresh outdoor adventures and stunning vistas. The Village of Pemberton (VOP) is home to over 2400 residents and works in cooperation with neighbouring communities and key business and tourism partners such as Tourism Pemberton http://www.tourismpembertonbc.com and the Pemberton Chamber of Commerce http://www.pembertonchamber.com on community planning, service provision and events. Pemberton's mild winters, warm summers and unique pioneer heritage provide an ideal place to enjoy arts, culture, history, recreation, dining, shopping and comfortable lodging. Visit the VOP at www.pemberton.ca/welcome

About Whistler Blackcomb:
Since 1992 Whistler Blackcomb has been focused on the development and execution of an environmental management strategy with the goal of developing a model of environmental and social stewardship for ski and mountain resort operations. Since that time, the company has been recognized for its efforts with countless awards, and has the honour of being named one of Canada's Greenest Employers (2009, 2010, 2011). Today, Whistler Blackcomb is a four-season resort with a world-renowned Mountain Bike Park on Whistler Mountain, a 22-feet Olympic-sized halfpipe on Blackcomb Mountain, and five Terrain Parks to fuel progression at every level from beginners to elite athletes. The mountains play host to countless festivals and events each year including the legendary TELUS World Ski & Snowboard Festival each April, and Kokanee Crankworx Mountain Bike Festival each August, in addition to playing host to the world as the official alpine skiing venue for the 2010 Olympic and Paralympic Winter Games. www.whistlerblackcomb.com

About Tourism Whistler:
Tourism Whistler is the member-based marketing and sales organization representing Whistler, operating the Whistler Conference Centre, Whistler Golf Club, Whistler Visitor Centre, as well as 1.800.WHISTLER and whistler.com - Whistler's official source for visitor bookings and information. As the convention and visitors bureau for the Resort Municipality of Whistler, Tourism Whistler represents more than 7,000 members who own, manage and operate properties or businesses on resort lands including hotels, restaurants, activity operators and retail shops. www.whistler.com