



## **PEMBERTON MUSIC FESTIVAL RETURNS FOR A FOURTH CONSECUTIVE YEAR JULY 13-16, 2017**

**LIMITED NUMBER OF EARLY BIRD TICKETS ON SALE THURSDAY, FEBRUARY 23<sup>rd</sup>  
AT 10:00am PST AT [WWW.PEMBERTONMUSICFESTIVAL.COM](http://WWW.PEMBERTONMUSICFESTIVAL.COM)**

(Vancouver, BC, February 17, 2017) ~ Huka Entertainment is pleased to announce that Pemberton Music Festival, Canada's biggest camping, music and comedy festival, will return for its fourth consecutive year on Thursday, July 13 through Sunday, July 16, 2017. Last year's event drew more than 180,000 fans to the most beautiful place on earth and featured more than 100 performances over four days.

A limited supply of Early Bird tickets, which enable fans to purchase advance festival passes at a discount before this year's lineup is announced, go on sale Thursday, February 23, 2017 at 10:00am PST at [PembertonMusicFestival.com](http://PembertonMusicFestival.com).

"For the last four years, the community of Pemberton has opened their arms to help us welcome fans far and wide to experience an incredible musical event in the best place on Earth," says A.J. Niland, Chairman and Chief Experience Officer of Huka Entertainment. "This year we are rolling out various enhancements to super-serve our tens of thousands of campers, including ridesharing, making it easier than ever for fans to attend with their friends."

"At Huka we are obsessed with creating lasting musical moments in majestic settings," says Evan

Harrison, CEO of Huka. "Over these past four years, word has spread both within the artist community and with music fans worldwide about what a special experience Pemberton is – the vibe and the beauty. Year four will be the best Pemby Fest yet!"

Early bird ticket prices start at \$299 CAD plus the option to buy a camping and parking pass during the early bird period. In the coming weeks, during advance and regular on sales, all campers will be required to purchase a camping bundle that includes 1 to 4 festival passes and either a parking pass or Pemberton's new rideshare option.

For those electing to stay in nearby Whistler where accommodations from the luxurious to the affordable abound, shuttle passes are required to be purchased in a bundle along with festival tickets.

Fans are encouraged to plan early, demand is likely to increase, space is limited and early bird tickets go fast. The Pemberton Music Festival was ranked as a Top Ten Worldwide Grossing Festival according to industry trade magazine Pollstar in 2016.

Full ticketing details and 2017 prices are available now at [www.pembertonmusicfestival.com](http://www.pembertonmusicfestival.com)

Pemberton Music Festival is a four-day contemporary music festival in British Columbia's scenic Pemberton Valley, near the foot of majestic Mt. Currie. Produced and promoted by Huka Entertainment, in collaboration with the Village of Pemberton and land partners the Sunstone Group, the Lil'wat Nation and Squamish-Lillooet Regional District, the festival turns Pemberton Valley, located less than thirty minutes from Whistler, BC, into a premiere musical playground.

Over the last four years, some of the world's most exciting and successful performers have graced Pemberton's stages, including Pearl Jam, Nine Inch Nails, Kendrick Lamar, Outkast, The Killers, Deadmau5, Flaming Lips, Frank Ocean, Ice Cube, J. Cole, Janes Addiction, Kaskade, Missy Elliot, Modest Mouse, Soundgarden, Snoop Dogg, The Black Keys, The Chainsmokers, Weezer and hundreds of others, and world-class comedians including Cheech & Chong, Maria Bamford, Tim & Eric, Bob Saget, Ali Wong and Nick Swardson, to name a few.

For more information, please visit Pemberton Music Festival on the following platforms:

**Web:** [www.pembertonmusicfestival.com](http://www.pembertonmusicfestival.com)

**Twitter:** [@Pemberton\\_Fest](https://twitter.com/Pemberton_Fest)

**FB:** [www.facebook.com/PembertonMusicFestival](http://www.facebook.com/PembertonMusicFestival)

**Instagram:** [www.instagram.com/pemberton\\_fest/](http://www.instagram.com/pemberton_fest/)

**Snapchat:** Pembyfest

**Highlights of the 2015 festival can be viewed and photos pulled free of charge at right [HERE](#)**

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**About Huka Entertainment:**

Huka Entertainment is a leading creator and producer of large scale destination-location music festivals, including the Pemberton Music Festival situated on 300 pristine acres at the base of Mt. Currie in British Columbia, and the Tortuga Music Festival on the white sandy beaches of Ft. Lauderdale, FL. Best known for creating groundbreaking fan, VIP and artist experiences, the company was the creative force and producer of the award-winning Hangout Music Festival in Gulf Shores, AL. Based in New Orleans with deep roots in Gulf Coast culture, the fully independent Huka Entertainment also co-produces the Buku Music + Arts Project in New Orleans located on the banks of the Mississippi river, and has a growing touring division which promotes hundreds of concerts across North America annually. More info at [www.huka.com](http://www.huka.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. [www.sunstoneridge.ca](http://www.sunstoneridge.ca)

**About The Village of Pemberton:**

The Village of Pemberton is home to family farms, outdoor adventures and stunning vistas. Situated 25 minutes north of Whistler within the Coastal Mountains, Pemberton's mild winters, warm summers and authentic adventure culture provide an ideal place to enjoy arts, festivals, history, recreation, dining, shopping and comfortable lodging. The Village of Pemberton works in cooperation with neighbouring communities, local businesses and tourism partners to foster a healthy and vibrant community, and to share our distinctive offerings with our returning and future guests. [www.pemberton.ca/welcome](http://www.pemberton.ca/welcome)

**About Lil'wat Nation:**

The Lil'wat Nation, formerly the Mount Currie Band, is a progressive First Nation's community located 7km north of Pemberton, B.C. With a membership of more than 2000 people, the Lil'wat Nation is the third largest First Nation in BC. The Nation is striving towards self-determination for, and by, Lil'wat, by continuing to exert control over its traditional land and resources. Focusing on economic development, land and resource management, the Lil'wat Nation is working to create a sustainable community by exploring opportunities in retail, forestry, IT and construction. The Nation's government, headed by elected Chief Lucinda Phillips and a 12-person council, is committed to transparency and employs best practices in all aspects of governance. [www.lilwat.ca](http://www.lilwat.ca)

**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-foot 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](http://www.whistlerblackcomb.com)

**About the Squamish-Lillooet Regional District:**

Located in southwestern BC, the Squamish-Lillooet Regional District (SLRD) is a local government federation consisting of four rural electoral areas (A, B, C, and D) and four member municipalities (Lillooet, Pemberton, Whistler and Squamish). Headquartered in Pemberton, the SLRD delivers a range of local, regional and sub-regional services to approximately 38,000 residents. Straddling the southern Pacific

Ranges of the Coast Mountains and encompassing 16,500 square kilometers of land, the SLRD features some of the province's most spectacular forests, glaciers, rivers and lakes as well as an abundance of fertile agricultural land, much of which is found in Electoral Area C, near Pemberton. [www.slrd.bc.ca](http://www.slrd.bc.ca)

**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 central reservations at 1.800.944.7853 and [whistler.com](http://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](http://www.whistler.com)

**About Tourism Pemberton:**

Tourism Pemberton is an independent not-for-profit destination marketing organization dedicated to promoting tourism and travel for Pemberton, BC and surrounding region. The area was developed at the turn of the century as a result of forestry and agriculture. The Pemberton Valley lies northwest of the Village and is famous for its seed potatoes. The Pemberton area offers world-class activities and recreation including snowmobiling, horseback riding, skiing, golfing, hiking, rafting, jet boating and gliding. The district also provides a variety of shopping, dining, accommodations and a thriving service and light industrial sector. Pemberton – Adventure Begins Here. [www.tourismpembertonbc.com](http://www.tourismpembertonbc.com)