

For Immediate Release:

June 28, 2016



## PEMBERTON MUSIC FESTIVAL KICKS OFF WITH A FREE SHOW AT WHISTLER OLYMPIC PLAZA ON WEDNESDAY, JULY 13

(Vancouver, BC) ~ Huka Entertainment is pleased to once again present an evening of pre-festival activity to celebrate the start of Pemberton Music Festival 2016 (July 14-17).

On Wednesday, July 13 starting at 5pm in the Whistler Olympic Plaza, Pemberton Music Festival will host a kick-off party with performances by Arkells (8:45pm), The Funk Hunters (7:00pm), Givers (6:00pm) and a local act to be announced soon (5:00pm). The event is free and open to all.

The daily lineup for Pemberton Music Festival was recently announced and a sample of the artists performing each day of the festival can be seen below:

**Thursday, July 14:** Snoop Dogg, Bassnectar, Wolf Parade, Grace Potter, Rae Sremmurd, and Maria Bamford.

**Friday, July 15:** J. Cole, Kaskade, FKA Twigs, Flosstradamus, Method Man & Redman, Cold War Kids, and Nick Swardson.

**Saturday, July 16:** The Killers, Wiz Khalifa, Ice Cube, Billy Idol, Cheech and Chong, and Kyle Kinane.

**Sunday, July 17:** Pearl Jam, Noel Gallagher's High Flying Birds, Halsey, DJ Snake, Mac Miller, and Craig Robinson & The Nasty Delicious.

**For the complete daily lineup, please visit [www.pembertonmusicfestival.com](http://www.pembertonmusicfestival.com)**

With nearly 100 performers and five separate performance areas, this year's festival will be five glorious days of music, comedy, and camping on 300 pristine, open acres in one of the most idyllic settings on Earth. Entering its third year, Pemberton Music Festival welcomed over 115,000 attendees last year and with 2016 sales pacing ahead of last year, the festival is on track to break attendance records once again.

The full list of performers at Pemberton Music Festival includes Pearl Jam, The Killers, J. Cole, Snoop Dogg, Kaskadee, Wiz Khalifa, Bassnectar, Ice Cube, Halsey, FKA twigs, DJ Snake, Billy Idol, The Chainsmokers, Noel Gallagher's High Flying Birds, Steve Angello, Flosstradamus, Miguel, Purity Ring, Die Antwoord, Tyler, The Creator, Mac Miller, Cypress Hill, Mastodon, Arkells, Wolf Parade, Cold War Kids, Thievery Corporation, Girl Talk, YG, Baauer, Tory Lanez, Big Gigantic, Grace Potter, Børns, Method Man & Redman, Rae Sremmurd, Datsik, Coleman Hell, Kehlani, Ra Ra Riot, Wintersleep, Savages, Joey Bada\$\$, Keys N Krates, Robert DeLong, Sza, Jon Bellion, Protoje, Anderson .Paak & the Free Nationals, Lido, Hudson Mohawke, Givers, Kaleo, DIIV, White Denim, Allen Stone, Bully, Hucci, Mark Farina, Lunice, Bas, Braids, The Glorious Sons, Hippie Sabotage, Shawn Hook, Miami Horror, Stick Figure, The Funk Hunters, The Zolas, The Elwins, The London Souls, Esta, Chrome Sparks, Dizzy Wright, Jahkoy, Pell, Jesse Roper, Mickey Blue, Quaker City Night Hawks, and comedy from Cheech and Chong, Craig Robinson & the Nasty Delicious, Maria Bamford, Nick Swardson, Pete Davidson, Doug Benson, Eugene Mirman, Kyle Kinane, Jermaine Fowler, The Lucas Brothers, Morgan Murphy, Beth Stelling, DJ Douggpound, Jackie Kashian, John Early + Kate Berlant, Air Sex, Chris Trew, and Ian Abramson.

Pemberton Music Festival is proud to welcome its partners Molson Canadian and Somersby Cider to its 2016 event.

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) (#PembyFest)  
**FB:** [www.facebook.com/PembertonMusicFestival](https://www.facebook.com/PembertonMusicFestival)  
**Instagram:** [www.instagram.com/pemberton\\_fest/](https://www.instagram.com/pemberton_fest/)  
**Snapchat:** Pembyfest

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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.tourispembertonbc.com](http://www.tourispembertonbc.com)