



**RELEASE EMBARGO UNTIL 12:01AM MONDAY JULY 15, 2019**

## **High Valley and Gord Bamford Coming to the Norfolk County Fair & Horse Show**

**July 15, 2019 Simcoe, Ontario** - the Norfolk County Fair & Horse Show is excited to announce both Friday and Saturday night concert performances at the Grandstand for this year's Fair.

On Friday, October 11<sup>th</sup> Country's hottest duo **High Valley** will be on stage for the first time at the Norfolk County Fair & Horse Show with gates opening at 6:30pm.

For two salt-of-the-earth, small-town guys like Brad and Curtis Rempel — the brothers that comprise bluegrass-infected country duo High Valley — little compares to interacting with their fervent fans. Yes, to hear the musicians tell it, their audience has a special way of justifying everything they've ever worked for. "Fans always say, 'Man! Your records are so upbeat and we can't help but smile when we listen to them,'" Brad says with a smile. "That's honestly the greatest compliment anyone could give us. Because we're not that band that's gonna be singing these hurtin' and break-up and cheating songs. That's not real life for us. There's a lot of positivity over here." It's hardly a surprise High Valley are feeling so optimistic: following decades of delivering high-octane live shows, first in their native Canada, then in the States and overseas, the two tremendously talented musicians are seeing their musical dreams come into focus like never before.

Recently, High Valley's career has shifted into overdrive: following the breakout success of their 2016 debut album, *Dear Life*, namely highlighted by the Gold-certified singles "Make You Mine" and "She's With Me," the duo's first Top 10 at country radio, the group notched two consecutive ACM nominations for New Vocal Duo or Group. The band's colossal progress is unlikely to slow down anytime soon: having been holed up in the studio much of the past year writing and recording their forthcoming second full-length LP, High Valley now return with "Single Man," the project's debut single. Both members of High Valley insist "Single Man" may very well be their most revealing song yet. High Valley are nothing short of elated at what the future holds for them.

On Saturday, October 12<sup>th</sup> **Gord Bamford** is back by popular demand expecting a 2<sup>nd</sup> straight sold out show at the Norfolk County Fair & Horse Show with gates opening at 6:30pm.

Alberta-raised Gord Bamford, stands as one of the most decorated artists in Canadian country music with an impressive 26 Canadian Country Music Association (CCMA) awards, multi JUNO nominations and the only two-time winner of Nashville's Country Music Association (CMA) Global Country Artist of the Year award.

It is his distinctive sound and songwriting ability that defines Gord Bamford as one of country music's best neotraditional artists. Like so many others that have come before him, Bamford is just not an overnight success. He has spent the better part of the last 20 years honing his craft and working hard to get where he is today.

Bamford's 8th studio album, Neon Smoke, was released in early 2018 containing the smash #1 chart topper 'Dive Bar' and follows his Tin Roof album, winner of the 2016 CCMA 'Album of The Year'. Tin Roof, nominated for the 2016 JUNO Country Album of The Year, follows the Juno Nominated Country Junkie album and its #1 hit song 'When Your Lips Are So Close'. He is a 3-time CCMA 'Male Artist of the Year'

Gord Bamford has the amazing ability to evolve his music, sense where his fans want to go and take us all along with him.

**TICKETS for both shows and DISCOUNTED FAIR ADMISSION AND PASSES go on sale Wednesday July 17<sup>th</sup> at 9:00 a.m.** Thanks to our community partners including Simcoe Reformer, Scotlynn Group of Companies, First Ontario Credit Union, Country 107.3, Pure Country 93. Funding provided by the Government of Ontario. Purchase online at [norfolkcountyfair.com](http://norfolkcountyfair.com), by phone 519-426-7280 x 233, or in person at the Fair office, 172 South Drive, Simcoe – Building #5

“Party on the Track” presented by Ramblin’ Road remains a fan favourite for our Friday and Saturday Grandstand Shows. “We are very happy to partner with the Norfolk County Fair & Horse Show as a Presenting Sponsor of “Party on the Track”. I truly believe that the Fair is a showcase event for Norfolk County and as a supporter for many years, stepping up as a local small business is a real honour”, states John Picard, owner of the Ramblin’ Road Brewery Farm.

Trackside Reserved seating for the concerts is \$29. General Admission (standing), on the track is only \$25. Tickets are limited! This will be a licensed area and only available to track patrons. Party on the Track gates open at 6:30pm on the day of show. This is an all ages event. Grandstand seating is free with paid admission to the Fair.

New brands and new bands at the Harvest Beer & Wine Festival will be taking place Friday, October 11<sup>th</sup> to Monday, October 14<sup>th</sup> each day in the Rec Centre Arena. Come and discover Norfolk County's bounty of beverages under one roof. Great entertainment each day with new theme nights. Friday – **HARD ROCK** returns with Route 6 and **AC/DC Canada**. Saturday is **NORFOLK HOMECOMING** at 6:00pm with Glory Days a Bruce Springsteen Experience and **Xevents Headphone Party** at 8:00pm. Sunday – **NORTH SHORE KITCHEN PARTY** feasting all day on **Knetchel's Perch** and featuring the **American Rogues** at 4:30pm and **Fiddlestix** at 7:30pm. Monday brings the 2<sup>nd</sup> Annual **Norfolk Karaoke Championship** with a \$1,000 first prize to the winner of this all day event! The Rec Centre will be licensed and open to all ages. For more information and full schedules on upcoming events within the Rec Centre during Fair visit [norfolkcountyfair.com](http://norfolkcountyfair.com)

The Harvest Dinner Concert goes “Back to the Barn” again for its 9<sup>th</sup> year. This is a separately ticketed event. The Harvest Dinner includes a VIP package consisting of admission to the Fair, parking, drink tickets, your chance to win amazing prizes plus a wonderful presentation of local food, beverages and desserts. Then diners will be whisked up to the Rec Centre to enjoy a **Celebration of 60 Years of Motown with The Miracles**. Tickets available at the Fair Office, online at [norfolkcountyfair.com](http://norfolkcountyfair.com) or by phone at 519-426-7280 x 233. The Harvest Dinner is sponsored by Blue Star Ford Lincoln, Ramblin’ Road, Oldies 99.7, Ontario South Coast Wineries and Growers Association, Norfolk's Marlin Travel and Sobeys. This is a fundraising initiative for the Norfolk County Fair & Horse Show.

Don't forget to buy your tickets early and save! **ADVANCE TICKETS** for admission to the Fair can be purchased at your local Roulston's locations in Simcoe, Port Dover and Delhi. Ride one day, all day vouchers are also available for a limited time. Don't miss out. All tickets are also available at the Fair office, 172 South Drive, Simcoe or online at [norfolkcountyfair.com](http://norfolkcountyfair.com)

*The Norfolk County Fair & Horse Show is celebrating 179 years, and is the fourth largest fair in Ontario and has an annual attendance in excess of 120,000 visitors. The Fair has earned a "Top 100" event designation from 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 & Horse Show is held in Simcoe, Ontario - October 8<sup>th</sup> – 14<sup>th</sup>, 2019.*

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