

FOR IMMEDIATE RELEASE



**STARS, WHITEHORSE, THE SADIES, DIZZY + MORE
TO PERFORM AT
INAUGURAL GOLDEN HOUR FEST 2020**

**First-ever drive-in micro-festival in Prince Edward County over
labour day weekend brings Canadian line-up to the stage**

On sale July 31st at 10 a.m. via [GOLDENHOURFEST.CA](https://goldenhourfest.ca)

BLOOMFIELD, ONTARIO, CANADA, July 24, 2020 - The inaugural edition of **Golden Hour**, a first-of-its-kind small county festival with a big city heart, takes place at the newly-renovated **Mustang Drive-In PEC in Bloomfield, Ontario on September 5th and 6th, 2020**. A two-day local ticket pre-sale in Prince Edward County begins at 10 a.m. on July 28th via local blog [Life au Lait](https://lifeaulait.com), with the Indie88 Superfriends one day pre-sale beginning at 10 a.m. on July 30th. The general public on-sale begins on July 31st at 10 a.m. via goldenhourfest.ca. Prices are per vehicle (with a maximum vehicle occupancy of five) range from \$160 - \$250.

While site gates open each day at 6:30 p.m., the music begins as the sun begins to set. Saturday's line-up features well-loved county-local **Annelise Noronha**, punk-rock alt-county foursome **The Sadies** and the incredible JUNO award-winning Americana noir headliner duo **Whitehorse**.

Sunday's magic begins with a local contest winner - facilitated by Picton heritage venue The Regent Theatre - in the spotlight, followed by JUNO award-winning dream-poppers **Dizzy**, who are celebrating

their July release *The Sun and Her Scorch*. The festival closes with straight-outta-quarantine Montreal band **Stars**, whose 20 year career has filled up many souls with their heart-on-your-sleeve indie rock.

“Golden Hour is committed to ensuring female representation is at the forefront of our festival both on and off the stage” explains event co-producer **Tai Notar**, *“Each artist joining us has a lively and unique energy which we’re thrilled to present.”*

Jennifer Ivanovs, event co-producer adds, *“This event is all about partnerships. The artists, our staff and the local PEC businesses we are looking to support are thrilled to find a way to bring back live music safely. We are looking to create the sense of community from festivals that we miss the most, even if it’s from 6 feet apart and in your car.”*

Local teenage entrepreneurs [Drip.co](#) will be a fixture in the **Golden Hour merchandise tent**. Pre-order your Golden Hour merch with your tickets and have it **custom tie-dyed on-site** with limited quantities available! **The Mustang Concession Stand** will be open with all your classic concession favourites and a curated **Food Truck Corner** will be announced this August on the Golden Hour [Facebook](#) & [Instagram](#) to additionally cater to your in-car experience. Stay tuned for more news over the coming weeks.

The intimate site hosts a reduced capacity of approximately 150 vehicles and is zoned according to your ticket tier purchase. Each zone will have a dedicated arrival time. Attendees can enjoy live music from the comfort and safety of their car with particular attention being paid to health and safety during the COVID-19 pandemic. Bathrooms will be sanitized every 30 minutes and all festival staff who are interacting with the public will be outfitted with PPE. Social distancing markers are all over the site for lining up with ease. Complete measures are outlined at the [Golden Hour website](#).

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Media Contact

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Approved artist images for download:

[Golden Hour Media Assets](#)