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# Press Release

FOR IMMEDIATE RELEASE

## **Bayfest Staff Producing New Labour Day Festival in Sarnia**

A brand new festival is brewing in Sarnia, which will be produced by Rogers Bayfest. There is less than a week to wait until the unveiling of Rogers Bayfest 2010, one of the largest international music festivals in Canada and the Rogers Bayfest staff is announcing another festival they have been busy pulling together, titled "Hiawatha's Labour Day Bash", to be held on the grounds at Hiawatha Horse Park and Entertainment Centre, September 3-5.

The organizers promise a party festival like no other. The grounds will feature 3 nights of music, motocross demonstrations, camping, paintball, beach volleyball, go-karts and a driving range. "This festival will have a completely different feel and experience than Rogers Bayfest; we have been working with the Rogers Bayfest staff on new ideas and really promoting Sarnia-Lambton as a music and entertainment destination" explains Jim Henderson, owner of Hiawatha's Sport and Entertainment Centre.

Organizers promise great bands at very affordable ticket prices. The current line-up includes The Trews, Hinder, Doc Walker and more to be released on a later date. The organizers are encouraging camping on-site to take advantage of all the activities throughout the day, finishing with a concert each night. "We have saved the best bash for last! We really want to end the summer with a blast as students everywhere will be heading back to school the following week," Michele Stokley, from Rogers Bayfest states. The on-sale date for Hiawatha's Labour Day Bash will be in June.

For more information please visit [www.hiawathabash.com](http://www.hiawathabash.com), or call the Bayfest office 519-337-4474.