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Camrose, AB

**FOR IMMEDIATE RELEASE**

**BIG VALLEY JAMBOREE WILL RETURN IN 2010!**

Panhandle Productions Ltd., producers of Big Valley Jamboree in Camrose, Alberta, are pleased to announce that Big Valley Jamboree will return in 2010 to celebrate their 18<sup>th</sup> year!

“There has been a great deal of discussion and speculation about whether Big Valley Jamboree would return after the tragic events at our 2009 concert,” said Larry Werner, Producer of Big Valley Jamboree. “After careful deliberation and thought, we are pleased to announce that we are moving ahead with plans for our 2010 Big Valley Jamboree weekend. We believe that hosting Big Valley next summer will play a vital part in the healing process for our fans, volunteers and organizers, and the entire country music community.”

Big Valley Jamboree is one of the music industry’s premier festivals, annually attracting many of the biggest acts in country music to Alberta. The importance of the festival transcends just the music itself. Big Valley is a major part of the social fabric of Camrose and surrounding area and has had a significant economic impact not only on the City of Camrose, but the entire province of Alberta. Since Big Valley’s first year in 1992, the festival has raised millions of dollars for local community groups and charitable organizations.

“Big Valley is much more than a country music festival,” adds Werner. “It is an important event for artists, the community and for country music fans. Thousands of friendships have been created over the past 17 years as Big Valley supporters from across Canada have made the festival the highlight of their summer.”

The Jamboree has been a tremendous supporter of Canadian country music talent, helping showcase numerous rising stars in the industry. From the warmth of the Family Stage which provides local talent their first opportunity to reach a larger audience to the adrenaline of Bulls for Breakfast, Big Valley Jamboree’s impact has not gone unnoticed. The Canadian Country Music Association has three times voted Big Valley the Country Music Event of the Year!

The 2010 Big Valley Jamboree will once again be held over the August long weekend in Camrose. The 2010 event promises to be the biggest and best Jamboree ever, with the appearance of artists that include Kevin Costner and Modern West and Doc Walker.

**Costner stated "the band and I feel an emotional obligation to return for the fans of the Festival, even after two of our guys had been hurt in the storm" and "We hope this will help complete the circle that has been broken prior to us taking the stage in August. We are looking forward to returning and playing our music for the people of Alberta"**

**"The 2010 Big Valley Jamboree is very significant for everyone associated with our event," concludes Werner. "We are committed to staging the very best Jamboree in our history next summer – not only as a statement of our strength and commitment to the country music community, but as a tribute and our appreciation to those who have supported us throughout the years."**

**Big Valley Jamboree July 29 – Aug 1, 2010. Please visit the Big Valley Jamboree website at [www.bigvalleyjamboree.com](http://www.bigvalleyjamboree.com) for more announcements and updates.**

**For more information, please contact  
Larry Werner,  
Producer  
Panhandle Productions Ltd.  
Phone 888.424.1234**

#### **Kevin Costner and Modern West**

**Kevin grew up with a deep love for and interest in music. Learning piano and then guitar, young Kevin sang in church choirs and in school productions. Modern West really got its start when his wife encouraged him to reconnect musically with John Coinman. Kevin loves for the Modern West shows to be up-close and personal experiences where the audience can literally be "within reach" of the band.**

**[www.kevincostnermodernwest.com](http://www.kevincostnermodernwest.com)**

#### **Doc Walker**

**Over their decade-plus time together Doc Walker has earned the title of the hardest working Country band in Canada. Doc Walker took home the award for Group of the Year at the 2009 Canadian Country Music Awards, this is the second straight year the band has won this award.**

**[www.docwalker.ca](http://www.docwalker.ca)**