



PRESS RELEASE

County of Dufferin
55 Zina Street
Orangeville, ON L9W 1E5

For Immediate Release

Dufferin County Museum Hosts AIR MILES DETOUR Campaign

DUFFERIN COUNTY, April 14, 2016 – This week, the AIR MILES® Reward Program launched AIR MILES DETOUR, a new music program that will be rewarding one lucky community in Canada with an incredible once-in-a-lifetime live music performance featuring Grammy Award-winning singer-songwriter, Meghan Trainor.

This summer, AIR MILES DETOUR will highlight five music-loving communities from across Canada that deserve to win an epic concert experience. In the end, one will be chosen to host Meghan Trainor for what is sure to be an unforgettable performance. Mulmur Township is one of the five communities chosen and the only one representing Ontario in the campaign.

The winning community will be selected by AIR MILES Collectors across the country. Starting today, Collectors can go online to register for one of the five communities in the running. Beginning May 1, every AIR MILES Reward Mile collected at participating Partners will count as one vote for their chosen community. Collectors who pre-register, beginning today until April 30, will also get five bonus votes. Voting ends on May 31, 2016 and will be tabulated to reveal the winning community later this summer.

As a key supporter of Mulmur's bid to be the winning community, Mayor Paul Mills said: "We are excited about Mulmur being among the five communities chosen for the DETOUR campaign. One of my biggest hopes has been to find a way to bring our diverse community together and this campaign is a great opportunity to do just that. First, everyone loves music! Imagine how awesome it will be to have Meghan Trainor perform right here in beautiful Mulmur. Secondly, we all have to work together to make this happen so it's a win-win situation for us! I am asking everyone to get their votes in for Mulmur so that we can win this contest and prove to all of Canada that it's "Better in Mulmur!"

A highlight of its musical heritage, Mulmur Township welcomed tens of thousands to Rock Hill Park in the 1970s for an annual "Freak Out Festival," Canada's answer to Woodstock, to hear the likes of Lighthouse, Willie Nelson, Charlie Pride and The Guess Who, among other big names.

The Dufferin County Museum & Archives (DCMA) has played an important role in the lead-up to the campaign's launch, which showcases the Mulmur community and its rich musical heritage. A Pep Rally will take place this Saturday, April 16th at the DCMA featuring celebrity host Jeremy Taggart (Our Lady Peace) and live performances by Devin Cuddy and Gary Heaslip, among others.

To learn more about AIR MILES DETOUR and register to vote for your favourite town, please visit www.airmiles.ca/detour. To view a special video submission prepared in support of Mulmur's bid to win, click here <https://www.youtube.com/watch?v=94KEk7VYsw>.

Follow on the road with #bandtogether on Facebook, Instagram and Twitter.

For more information, please contact:

Nanci Malek
Events & Marketing Co-ordinator
Dufferin County Museum & Archives
519-941-1114 or 877-941-7787 ext. 4015
promotions@dufferinmuseum.com

Darrell Keenie
General Manager
Dufferin County Museum & Archives
519-941-1114 or 877-941-7787 ext. 4010
manager@dufferinmuseum.com