



## FOR IMMEDIATE RELEASE

April 29, 2019

# WinSport, Jeff Parry Promotions announce Labour Day weekend concert

*Party in the Park features iconic rock bands at Canada Olympic Park's amphitheatre*

CALGARY, Alta. – WinSport and Jeff Parry Promotions are excited to announce a collaboration to bring together a Labour Day weekend party for the ages. Party in the Park will be a two-day, 18+ event featuring world-class live music acts and food. The fully licensed event will take place at Canada Olympic Park's amphitheatre.

Musical acts will be a showcase of some of the world's most prolific performers and songwriters. Rock 'n' roll renegades Styx; George Thorogood and The Destroyers; Mötley Crüe's Vince Neil performing all the Crüe party anthems; Canadian heroes 54-40; The Northern Pikes; and party starters Toque. Is it a true long weekend party without Trooper? We didn't think so either. Also expect local acts sprinkled throughout the weekend. Jeff Parry Promotions and WinSport have crafted a lineup that is guaranteed to set the tone for one epic party.

VIP experience packages will be available, including express entry, dedicated washroom facilities, and food and beverage area. VIP experience ticket-holders can look forward to not only smaller lines, and less crowds, most importantly they will be treated to VIP-only viewing areas. All these perks will be guaranteed to VIPs for \$300 for the entire weekend or \$175 for one-day passes.

Public ticket sales begin on Friday, May 3<sup>rd</sup> at 10 a.m. at [Ticketmaster](#), with tickets starting at \$125 for a day pass. A 25% off pre-sale for two-day passes, including VIP, begins Tuesday, April 30<sup>th</sup>, at 10 a.m. (Code: PARTY) until 11:59 p.m. on May 2<sup>nd</sup> (limited availability).

Jeff Parry Promotions and WinSport are also excited to present a cabana experience. Cabanas are available for 10 people and require a minimum \$5,000 spend. Those who purchase the cabana experience can expect VIP lanyards, express entry, magic carpet transportation, private bar with personal host, welcoming snacks, personal washrooms, and best of all, located at the top of a ridge for the best viewing and listening experience.

Regularly priced tickets will still include access to parking on premises, as well as food vendors and all beverages.

"We've seen a lot of other cities host these long weekend parties with great music, food and drinks, and we just had to see Calgary offer this kind of experience."

– Jeff Parry, Jeff Parry Promotions

"Since the late 1960s Canada Olympic Park has welcomed Calgarians and the world in their pursuit of winter sport. Given our facilities, it gives us the opportunity to expand our audience and showcase our campus by hosting live events both outdoor and indoor. Hosting concerts such as Party in the Park allow WinSport to deliver on our purpose, which is to inspire and activate human potential through the spirit of sport."

– John Sutherland, WinSport's Chief Operating Officer

Other ticket offers include:

Front of the line offer: Friday, May 3<sup>rd</sup> at 10 a.m. to Thursday, May 16<sup>th</sup> at 11:59 p.m. – 15% off two-day passes. Code: PARK (A limited number of these passes are available)

Parking: Premium and regularly priced parking passes are available for sale through [Ticketmaster](#).

### **About WinSport**

*The Calgary Olympic Development Association, which operates as WinSport, is a not-for-profit community-based organization that owns and operates Canada Olympic Park. Our vision is to be a world-leading centre for athletic development. We inspire human potential through the spirit of sport by introducing people to winter and mountain sports, helping them develop their skills and thereby igniting a passion for sport and lifelong learning. WinSport does not receive any direct government funding for our operations and we support our purpose by building on the legacy of the 1988 Winter Olympic Games and by delivering exceptional value and experiences to our guests. For more information on WinSport please visit [www.winsport.ca](http://www.winsport.ca).*

### **For more information, please contact:**

Dale Oviatt  
Senior Manager, Communications  
WinSport  
T: 403-247-5601  
C: 403-461-9074  
E-mail: [doviatt@winsport.ca](mailto:doviatt@winsport.ca)

Bradley Ford  
Jeff Parry Promotions  
T: 403.265.2666 x 118  
E-mail: [bradley@annerin.com](mailto:bradley@annerin.com)