



**NORTHERN LIGHTS  
FESTIVAL BORÉAL**

Jan 12<sup>th</sup>, 2012

*For Immediate Release*

## Discount Early Bird Passes Now Available For NLFB 2012!

Northern Lights Festival Boréal is pleased to offer discount early bird passes for the 2012 festival. The festival will take place July 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> at Bell Park, Sudbury. A limited quantity of weekend passes will be available between Thursday, January 12th, 2012 and Monday, Wednesday February 29th, 2012 for the discounted price of \$45.00 (reg. \$70.00).

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Passes may be purchased from the NLFB office at 19 Grey St. Suite 3 during regular office hours (9:30 a.m. to 5:00 p.m.). Passes will also be available for purchase at Records on Wheels (56 Elm St.) Next week, early bird passes will also become available for purchase on NLFB's website (via PayPal) at: [www.nlfbudbury.com](http://www.nlfbudbury.com). Further information can be obtained by calling the NLFB office at: 705-674-5512.

“2012 certainly promises to be one for the books, and \$45.00 is a fantastic value for the diversity of entertainment you will be seeing this summer. We're going to have a number of highly acclaimed performers this year, as well as a fantastic roster of emerging artists, which the festival has become known for. I'd encourage people to pick up these passes while they can,” says Max Merrifield, Outreach and Logistics Coordinator with the festival.

NLFB is Canada's longest continuous running music festival and celebrated its 40<sup>th</sup> anniversary in 2011. Over the years NLFB has grown from a one day event called the 'Northern Lights Folk Festival' into a seasoned presenter of Canadian roots and modern music. The modern NLFB experience can be described as, 'a roots music festival that loves modern music,' or 'a modern music festival that's in love with its roots.'

*For more information, please contact the Northern Lights Festival Boréal office at [nlfbmarketing@gmail.com](mailto:nlfbmarketing@gmail.com) / 705-674-5512*