



Widgilde Entertainment
Suite 422-2640 Beverly Street
Duncan BC V9L 5C7

P. 250.715.1600
F. 250.597.2262
E. info@sunfestconcerts.com

For Immediate Release

July 31, 2016

COUNTRY MUSIC LEGEND TOBY KEITH CONFIRMED TO HEADLINE SUNFEST MUSIC FESTIVAL 2017

Cowichan Valley B.C.: Toby Keith is confirmed to headline the Saturday night of Sunfest Country Music Festival in 2017. The decorated country music legend from Clinton Oklahoma, will play to 18,000 expected attendees, August 3- 6, 2017, at Laketown Ranch, Cowichan Valley BC.

From his first No. 1 smash "Should've Been A Cowboy" to his latest album *35 mph Town*, Toby Keith has been one of the most consistent self-directed hit makers of his era. From one of his previous collections, *Clancy's Tavern*, the lead single, "Made In America," topped the charts as one of the fastest rising songs in a long line of chart burners from Keith's pen. The second hit, "Red Solo Cup," has become the most remarkable and commercially successful country single in recent memory with a viral video with more than 30 million views while having topped the top downloaded country songs charts.

"Toby Keith is a country music legend, hugely popular amongst long time country fans and new ones alike," comments Greg Adams, Executive Producer of Sunfest Country Music Festival. "Toby has been on our radar for many years and we're finally able to say that he's coming to Sunfest."

At the core of Toby's unparalleled success is his songwriting, which has powered an astounding succession of hit songs to the tune of more than 87 million BMI performances on commercial radio stations worldwide. In June 2015, Toby was inducted into the Songwriters Hall Of Fame in New York City, and he has been honored by the Nashville Songwriters Association International with its Songwriter/Artist of the Decade distinction, is a three-time BMI Country Songwriter/Artist of the Year and was named the American Country Awards' Artist of the Decade. His albums have sold more than 40 million copies, ranking him among the top-selling all-genre artists on Billboard's Top 200 Artists of the Decade. Keith is also Billboard's No. 1 Country Artist of the Decade and No. 1 Country Songwriter of the Decade. His tours have drawn more than one million fans each year for the last decade. This year's tour, *Interstates & Tailgates presented by Ford F-Series*, kicked off in May with dates scheduled throughout North America. But Toby's most rewarding experiences, as exhibited in his continual devotion to them, come from giving back. Whether it's helping sick children and their families in his native Oklahoma through the Toby Keith Foundation and their cost-free home, OK Kids Korral, or



Wideglide Entertainment
Suite 422-2640 Beverly Street
Duncan BC V9L 5C7

P. 250.715.1600
F. 250.597.2262
E. info@sunfestconcerts.com

supporting US Troops including 11 USO Tours throughout the world, Keith has never lost touch with the most important things in life.

“Next year Sunfest is going big with Little Big Town and Toby Keith, along with many other exciting additions that will be revealed later on,” says Adams. “We’ve got a whole year to build on Laketown Ranch and make some new additions and can’t wait to share year number sixteen with Vancouver Island and beyond.”

Tickets for Sunfest Country Music Festival 2017 are on sale now. Tickets can be purchased at www.sunfestconcerts.com.

[END]

Emmalee Brunt | PR Marketing Manager, Sunfest Country Music Festival
T: 778.678.7669
E: emmalee@sunfestconcerts.com