

Media Advisory

For immediate release

Look up, waaay up. John Arcand to spend four hours as Saskatoon's Fiddler on a Roof, fiddling to raise money for a new roof over the John Arcand Fiddle Fest

Saskatoon, October 11, 2007 - John Arcand, widely known as Master of the Métis Fiddle and founder of the John Arcand Fiddle Fest will be fiddling on the roof of the main branch of FirstSask Credit Union Monday, October 15, 2007 from 11:30 am until 3 pm. He will be accompanied by Freddie Pelletier, an accomplished guitarist from Birch Hills.

Arcand is raising awareness for a capital campaign that will build a permanent roof over the main stage venue of the Fiddle Fest, which he founded in 1998. They hope to raise \$10,000 of the \$300,000 campaign goal before they come down from the roof.

FirstSask Credit Union is a major sponsor of the festival and is also the sponsor of the Fiddler on a Roof event in support of the capital campaign.

While John fiddles to get himself down on Monday, a group of twelve festival supporters from around the province will begin a three-week fundraising effort, called the Leaders Challenge, in support of the capital campaign. The Leaders Challenge is a fundraising system by verve2 events where a group of supporters who are leaders in their communities call upon their contacts in business and life to make a donation in support of the cause. Collectively they hope to raise \$30,000 between October 15 and November 5.

The festival is also conducting a raffle for which the grand prize is a unique and one of a kind hand-crafted fiddle, made by John Arcand himself, who is also a luthier (fiddle maker) and Bill Kalen, who carved the head of the fiddle into the likeness of Big Bear. If the grand prize winner is more interested in cold hard cash, an alternative grand prize of \$10,000 is offered as an option. A second prize of \$1,000 and third prize of a handcrafted fiddle-themed quilt will also be awarded. Tickets are \$20 and available from Fiddle Fest representatives anytime and at FirstSask Credit Union on Monday, October 15th during the Fiddling on the Roof event.

For more information about any aspect of this release, the John Arcand Fiddle Fest, or its capital campaign, please see the attached backgrounder, visit www.johnarcanfiddlefest.com or contact:

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John Arcand Fiddle Fest, Inc.
Brief Background

John Arcand, whose grandfather and father taught him to fiddle before he even started school, has dedicated much of his life to promoting and preserving the traditions of his Métis culture – primarily fiddle music and Red River Jigging – by sharing and passing the them on to younger generations in school performances, by delivering private lessons, instructing at fiddle camps all over Canada and through the annual four-day John Arcand Fiddle Fest. He also promotes inter-racial and inter-cultural harmony by fostering an environment at the festival where people of all nations come together comfortably in celebration of both what they have in common and what sets them apart in their cultural traditions.

The Fiddle Fest has grown significantly since its inception. The first event in 1998 attracted 250 people. In 2007 on its 10th Anniversary and in bad weather, 1500 people attended. Programming includes extensive opportunities to learn in workshops delivered by a variety of established musicians, artists, and jiggers. Concert presentations and old time dances fill the evenings. The festival also conducts a fiddle competition and is host to the Canadian Traditional Red River Jigging Championships.

Over the years nature's elements have exhausted the life of the festival's big tent and audiences have grown beyond its capacity. A larger, stronger and more waterproof structure is needed to protect equipment and participants and to provide comfort in hot and inclement weather for the entire audience. The festival has leased the land and will own the structure. The new facility will also be rented out for warm season events like weddings, reunions, and other festivals to generate new revenue that will help sustain the festival for the long term.

Arcand has made a significant impact on many communities, including those that share his Métis roots, Saskatchewan's and Canada's cultural tourism sector, the many seniors who love fiddle music, and youth with an interest in music and dance. He has received numerous awards for his work, including one from the Governor General of Canada's Arts Awards, the City of Saskatoon's Race Relations Awards and, most recently, a Membership in the Order of Canada.

The festival's website, www.johnarcandfiddlefest.com, provides full details on John Arcand, the John Arcand Fiddle Fest, and the John Arcand Fiddle Fest R.O.O.F. fund capital campaign.

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