



For Immediate Release:
July 8, 2011

SAVE THE DATE
MEDIA CONFERENCE
JULY 29TH 12P.M.
NATHAN PHILLIPS SQUARE

ACCREDITATION IS NOW OPEN
TD IRIE MUSIC FESTIVAL: July 29– August 1, 2011
www.iriemusicfestival.com
FREE! THE FEELING IS IRIE!
~Rain or Shine~

FORMS can be found online at:
<http://iriemusicfestival.com/about/media/accreditation/>

Please email completed forms to info@planet3com.net or fax to 647.346.4104

Please inform us of any on-site requirements you may have.
Accreditation passes may be picked up at:

Nathan Phillips Square, stage left:

July 29, 12 p.m. – 1 p.m. **Kick off Media Conference**
July 30, 8 p.m. **Irie Movies Under the Stars**
July 31, 8 p.m. **Irie Movies Under the Stars**

City of Toronto Rotunda

July 29 – August 1, 7:30 a.m. – 9:30 p.m.
Featured artists include: **Hollis Alexis Baptiste, Simone Frank, Sherman Jones.**

Phoenix Concert Theatre, Media/VIP Room

July 29, 8 p.m. **Irie Music Awards**

Yonge-Dundas Square, stage right:

July 30, 12 p.m. – 10 p.m. **Irie Soul**

Queen's Park north, behind TD Irie Main Stage:

July 30, 4 p.m. – 10 p.m. **Irie Reggae and Soca, Irie Kids' Zone, Irie Green Zone and Irie Farmer's Market**
August 1, 1 p.m. – 9 p.m. **Irie Gospel, Irie Reggae, Irie Green Tent, Irie Green Zone, Irie Farmer's Market and Irie Kids Zone**



Thank you,

For media information, please contact:

Planet3 Communications Ltd. • T: 647.346.4101 E: info@planet3com.net
Piera Savage/Sacha Miller/ Joanne Smale