



ABBOTSFORD

HANDMADE & HOMEGROWN

Tourism Abbotsford's Sun & Soil Summer Concert Series **Presented by the Abbotsford Tech District**

For Immediate Release

July 16, 2020

(Abbotsford, BC) Tourism Abbotsford's first Sun & Soil summer concert series presents a diverse mix of genres while supporting local artists, and highlights Abbotsford's *handmade* and *homegrown* flavours. Locally grown and prepared foods, estate wineries, breweries, and cideries and countryside locations are featured select Friday evenings throughout the summer. Sun & Soil invites people to attend in person or to tune in from the comfort of their homes.

- **Date:** Friday, July 24th from 6:00 pm to 8:30 pm
Location: Amidst the lavender fields at **Tuscan Farm Gardens**
Musical Artist: Jada Klein
- **Date:** Friday, July 31 from 6:00 pm to 8:30 pm
Location: With vineyard views at **Singletree Winery**
Musical Artist: Ben Cottrill
- **Date:** Friday, August 14th from 6:00 pm to 8:30 pm
Location: Orchard views and goat petting at **Taves Estate Cidery**
Musical Artist: The Crescent Sky
- **Date:** Friday, August 28th from 6:00 pm to 8:30 pm
Location: Amidst the gardens at **Field House Farms**
Musical Artist: Kyler Pierce
- **Date:** Friday, September 11th from 6:00 pm to 8:30 pm
Location: In the dahlia field at Five Acre Farms
Musical Artist: Ryan McAllister



"Abbotsford is filled with entrepreneurial and hard-working farmers and food producers who are dedicated to serving their community. It is also home to many talented musicians who encapsulate the authentic vibe of our region. Sun & Soil is the perfect opportunity to share music and food against the stunning Fraser Valley backdrop we live in. As Abbotsford is an agricultural hub, we are always eager to showcase our farm partners through our handmade & homegrown lens. We are also especially grateful to the Abbotsford Tech District who is our Presenting Sponsor. Collaboration is key to bringing events like this to life", says Craig Nichols, Executive Director of Tourism Abbotsford.

"With Abbotsford Tech District, we talk about embracing our roots to grow our future. The Sun & Soil summer concert series really exemplifies the sense of culture and community that makes Abbotsford an



amazing place to grow a vibrant tech sector that builds on our strength in agriculture,” states Gavin Dew, Chief Strategic Advisor to the Abbotsford Tech District.

Respecting Covid-19 event restrictions, each concert is limited to 50 people. Tickets are \$50/person, sold in packages for two or four people, and include local wine, beer, or cider, and charcuterie boxes with ingredients sourced from local farms. Concert attendees are invited to bring a picnic blanket, but chairs will also

be provided. For those wishing to tune in virtually, Tourism Abbotsford recommends ordering from a local restaurant and enjoying **Tourism Abbotsford’s** Instagram Live concert starting at 6:30 pm each concert night.

Soil & Sun is one of Tourism Abbotsford’s ever-changing featured experiences, centred on a series of safe, immersive activities ranging from u-pick berries and goat yoga to helicopter sightseeing tours and glacier kayaking. To purchase tickets and other featured experiences, visit www.tourismabbotsford.ca/store

For timely updates, follow Tourism Abbotsford on **Facebook**, **Twitter**, and **Instagram** and to download images, [visit this link](#).

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Credit: Robyn Bessenger Photography



About Tourism Abbotsford

Tourism Abbotsford represents over 300 marketing partners, leads the delivery of Visitor Services, and has operated the Fraser Valley Tradex & Exhibition Centre (Tradex) since 2003. Tourism Abbotsford’s commitment to best practices has resulted in being recognized as a BC Tourism Industry Award recipient in Community Sport Tourism, in addition to earning a BC DMO Professional Excellence Award.