



An Exclusive Union of the World's Bravest Brands
February 3-4 2016, Banff Alberta Canada

NEWS RELEASE

THE GATHERING//MUSIC BRINGS THE BEST OF BANDS AND BRANDS TO BANFF NEXT MONTH

Western Canada's newest music festival focuses on the intersection of art, music and marketing expertise with speaking sessions and live performances on Banff Avenue.

For Immediate Release++

January 22, 2016

CALGARY, ALBERTA - Organizers behind The Gathering, the annual two-day summit of world class cult brands in Banff, Canada, have just introduced a third day dedicated to celebrating the relationship between music and marketing. This year, The Gathering//Music will introduce 10 up-and-coming musical acts and 4 industry experts at 2 venues on Friday, February 5, in Banff, Alberta.

"The Gathering brings together brands that have captivated audiences and engaged consumers in unconventional ways, and have won fanatical followings of loyal customers as a result," remarked Ryan Gill, Chairman of The Gathering, who helped conceive the idea with support from Red Bull and Banff-Lake Louise Tourism. "The summit itself provides a platform for emerging 'cult brands' to be recognized for their achievements, and our vision is to extend this platform to emerging musicians and artists that have also captivated and engaged audiences through their artistic output."

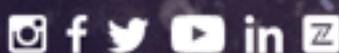
The festival component is being hosted February 5, 2016 in Banff, Alberta at two well-known local venues. For those whose style leans to pure rock, the Rose & Crown pub will bring Scott Goldman from The Grammy Foundation and Afdhel Aziz from Absolut Labs. In-Flight Safety and several other bands will be taking the stage following the speaker sessions. For those interested in indie-electronic, the lineup at the Hoodoo Lounge will be hosting notable acts like Kid Koala.

"This is an extension of the unique nature of The Gathering," shares Greg Damus, General Manager of the event. "The goal is to play a small role in helping to get the music industry back on the rails, by making it possible for artists to make money again. This is also an opportunity to learn from industry influencers on how brand and band partnerships are formed, as well as being able to enjoy and interact with awesome talent."

The Gathering//Music has also partnered with Shaw Go-WiFi. "The obvious win is access and connectivity for people attending. We have brands from all over North America joining us at The Gathering//Music and saw it as a huge win for Shaw to join the event and offer a Canadian connection; a reminder to Canadian brands here in our own backyard of their ability to be recognized as brand leaders."

For more information on the event visit <http://www.cultgathering.com/music/>. Tickets are \$39 for full access to the evening's events.

#TheGathering2016





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About The Gathering

Founded in 2013, The Gathering is an exclusive summit focused on exposing the principles and practices employed by the world's most successful brands. The conference brings together respected thought leaders and senior executives behind brands who've dominated their industries or categories by winning the irrational loyalty and devotion of customers and fans the world over. The Gathering is supported by its valued sponsors, including Air Canada, Las Vegas Visitors & Convention Authority, and is produced in partnership with e=mc2 Events.

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About The Gathering // Music

In its inaugural year, The Gathering // Music aims to inspire creativity, authenticity, and facilitate real relationships between "brands and bands" to influence global culture. Attendees will learn from industry influencers about how brand-artist partnerships are formed, and get exclusive access to unique live performances by emerging and established artists in intimate settings.

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