



MEDIA RELEASE

FIRST EVENT TICKET SALES BEGIN FOR *NIAGARA FALLS MUSIC LIVE & NEW YEAR'S EVE*

(Niagara Falls, ON) *Niagara Falls Music Live* is thrilled to announce that ticket sales start today for the first two major live performances beginning **10:00 am on Wednesday, November 3, 2021.**

Live music is back in Niagara Falls in a big way with more concerts to be announced as part of this week-long celebration taking place in Canada's premiere entertainment destination from December 27, 2021 to January 1, 2022. Find all the details at musiclive.ca.

TICKETS ON SALE:

- **THE TREWS featuring REVIVE THE ROSE**
December 28, 2021 | Scotiabank Convention Centre
Tickets on Sale **November 3, 2021** at fallsconventions.com

Canadian rock-favourites, [The Trews](https://www.thetrews.com), are no stranger to Niagara Falls. After winning the 97.7 HTZ-FM's Rocksearch in 2002, the band has been pumping out hit after hit. "Not Ready to Go", "So She's Leaving" and "Poor Ol' Broken Hearted Me" topped Canadian rock charts and earned the band numerous Juno Award nominations and wins at the East Coast Music Awards and Independent Music Awards. The Trews just released a new single "[Wanderer](https://www.thetrews.com/singles/wanderer)" and have a highly-anticipated new album being released on November 19.

- **NEW YEAR'S EVE LIVE FROM NIAGARA FALLS WITH BLUE RODEO**
December 31, 2021 | Scotiabank Convention Centre
Tickets on sale **November 3, 2021** at fallsconventions.com

Celebrate the start of 2022 at an epic live music event!

Live NYE celebrations are back in Niagara Falls and iconic Canadian band Blue Rodeo is headlining the big event at the Scotiabank Convention Centre. Showcasing all-Canadian talent, the concert features award-winning artists Serena Ryder and Crown Lands (Juno Awards' 2021 Breakthrough Group of the Year).

Blue Rodeo

[Blue Rodeo](https://www.bluerodeo.com) have sold over 4 million albums, received dozens of Juno Award nominations and wins, played over 2000 shows, been inducted into the Canadian Music Hall of Fame, received a star on Canada's Walk of Fame, been named to the Order of Canada and have been honoured with the



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Governor General's Performing Arts Award. And they're still as strong as ever with the upcoming release of their 16th album *Many A Mile* on December 3, and a national tour that kicks-off in Niagara Falls. Bluerodeo.com

Serena Ryder

Toronto-based vocal powerhouse [Serena Ryder](#) is a platinum-selling artist adored by fans, peers and critics alike, in part due to her raw and earnest songwriting, and beautifully electric live performances. She has received numerous accolades, including the prestigious Canada's Walk of Fame Allan Slaight Music Impact Honour, six JUNO Awards, a MuchMusic Video Award for Best Rock Video, and a Canadian Screen Award for Achievement in Music–Original Song. An advocate for mental wellness, Serena has also been awarded the Margaret Trudeau Mental Health Advocacy Award.

Crown Lands

In 2016, [Crown Lands](#) released their first EP, *Mantra*, and began a relentless touring schedule, which has seen them open for such acts as Jack White, Coheed and Cambria, Primus, and Rival Sons. Their self-titled debut album, produced by Grammy-nominated Dave Cobb, was released in the summer of 2020, to widespread acclaim from the likes of *Guitar World*, *Kerrang!*, and *American Songwriter*; coverage from the BBC and the CBC; and placements in campaigns for Peloton, the Canadian Football League, and the incomparable Hockey Night in Canada franchise. Crownlandsmusic.com

Niagara Falls Music Live

Both concerts are part of *Niagara Falls Music Live* from December 27, 2021 to January 1, 2022.

Niagara Falls is celebrating the return of live music in a big way with more than 75 performances at 20 venues over 6 nights including over 13+ New Year's Eve events. From concerts in theatres and convention centres to intimate performances at restaurants and bars, the city will be showcasing talented local, Ontario and Canadian artists in Ontario's most iconic location. To learn more about all the live music events, visit musiclive.ca.

Music lovers planning a winter getaway can experience multiple live shows during their visit to Niagara Falls this holiday season and stay in a hotel within walking distance of music venues or a Fallsview room to enjoy a room overlooking the majestic Falls. *Niagara Falls Music Live* is presented by Niagara Falls Tourism in partnership with the Tourism Partnership of Niagara and funding provided by the Government of Ontario.





Media Resources

- Visit **MusicLive.ca** for more information about artists, tickets, accommodation packages and more.
- Link to photo assets [here](#)

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Media inquiries:

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Niagara Falls Resources

- Hotel Packages: <https://book.niagarafallstourism.com/>
- Attraction Packages: [Niagarafallstourism.com/attraction-packages/](https://niagarafallstourism.com/attraction-packages/)
- Niagara Falls Itinerary Ideas: [Niagarafallstourism.com/blog/itinerary/](https://niagarafallstourism.com/blog/itinerary/)
- Getting here: Toronto to Niagara Falls [GO Train Service](#)
- Niagara Falls' commitment to guests and employees: [SafetoPlay.ca](https://safetoplay.ca)

Website: www.niagarafallstourism.com

Instagram: [@NiagaraFallsTourismCanada](https://www.instagram.com/NiagaraFallsTourismCanada)

Facebook: [@NiagaraFallsTourismCanada](https://www.facebook.com/NiagaraFallsTourismCanada)

Twitter: [@NFallsTourism](https://twitter.com/NFallsTourism)

[#ExploreNiagara](https://twitter.com/ExploreNiagara)

Health and Safety

All live music events in Niagara Falls follow Public Health guidelines set out by the Government of Ontario. You must be fully vaccinated against COVID-19 to access certain businesses and settings, including all venues for Niagara Falls Music Live events. Proof of vaccination and government issued identification will be checked at venues. To learn more about vaccination requirements, visit <https://covid-19.ontario.ca>. Face coverings are required indoors and at select outdoor attractions. Visitors are asked to follow all Public Health guidelines.

About Niagara Falls Canada

Overlooking the legendary Canadian Horseshoe, American and Bridal Veil waterfalls, Niagara Falls is a four-season destination renowned for its awe-inspiring natural wonders combined with world-class accommodation, thrilling entertainment and a burgeoning culinary scene. Visitors from Ontario, across North America and around the world who come to experience nature and adventure, discover family fun, feel the romance and explore unique and memorable experiences have made it Canada's premier entertainment destination and a world-renowned bucket list destination. Located within a 1-day drive of half the population of North America, more than 152 M people, Niagara Falls is the perfect getaway.

About Niagara Falls Tourism

Niagara Falls Tourism (NFT) is the official Destination Marketing Organization (DMO) for the City of Niagara Falls, Ontario, Canada, representing almost 400 member establishments in Niagara Falls, including members



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throughout the Niagara Region. Welcoming almost 14 million visitors into the destination each year, NFT promotes the tourism and hospitality sector to visitors around the world. Dynamic marketing campaigns and signature events inspire visitors to explore Niagara Falls and support the success of local business. NFT fosters the international reputation of Niagara Falls as a four-season bucket-list destination and Canada's entertainment capital.

About The Tourism Partnership of Niagara

Tourism Partnership of Niagara (TPN) is the organization responsible for marketing the Niagara Region as a world-class, four-season travel destination to domestic and international markets. Through effective tourism marketing supported by aligned market research, we help to create jobs and generate wealth by stimulating demand for Niagara's tourism economy. Our role is to increase awareness of Niagara Region and influencing consumers at the intent and consideration phase of the consumer path to purchase. Playing a leadership role in the Niagara Tourism and Hospitality apparatus that helps shape the Niagara narrative to attract business and leisure consumers to Niagara.