



## MEDIA RELEASE

**FOR IMMEDIATE RELEASE**

**MR# 2018064**

**DATE: 16 August 2018**

**RE: Bluewave Energy, Archway Insurance sign on as platinum sponsors of 'A' Fest**

**AMHERST, Nova Scotia** – Two corporate citizens have stepped up to be platinum sponsors of this fall's "A" Fest.

Bluewave Energy and Archway Insurance have donated \$1,000 each to the Sept. 13-15 event that celebrates everything Amherst.

"As a company with local employees, we like to be involved in the community and to support the local people where we can," said Greg Smith, Bluewave Energy branch manager. "Sponsoring this great event that celebrates our community is just one way that our company can do that."

"Archway Insurance is a proud member of the Amherst business community and pleased to support "A" Fest," said manager Bill Munro. "This event celebrates the many great things about living in and visiting our community. Thanks to the organizers for what is sure to be a memorable festival."

The festival's aim is to "celebrate our community," said Jennifer Bickerton, the Town of Amherst's culture, events and marketing co-ordinator. "There will be a full schedule of events and activities for all ages."

One of the major attractions for children will be the Kids Zone. There youngsters will get the chance to clamber over bales of hay, take part in a bike parade, bouncy castles, laser tag and more.



**Greg Smith, Bluewave Energy branch manager, presents Jennifer Bickerton, the Town of Amherst's culture, events and marketing co-ordinator, with a \$1,000 cheque in support of "A" Fest. (Town of Amherst photo)**



During the weekend, there will be a fashion show and an art gala as well as the Hodge Podge Night Market.

Medium Michelle Russell will mesmerize crowds with her psychic abilities. In addition, there will be a family fun day and a family date night.

The sports minded aren't being left out. Those who love baseball will get to watch the best young players in Atlantic Canada when the U15 Baseball Atlantics championship is held here.

Hockey enthusiasts will also be satisfied as they can flock to the stadium to watch the 2018-19 version of the Amherst Ramblers during their home opener.

"As you can see, this is a festival celebrating our active, healthy community," Bickerton said. "We hope to see everyone there."

A full schedule will be posted on the town's website [amherst.ca](http://amherst.ca) in the near future.



**Tammy Cormier and Adam Small of Archway Insurance, present Jennifer Bickerton, the Town of Amherst's culture, events and marketing co-ordinator, with a \$1,000 cheque in support of "A" Fest. (Town of Amherst photo)**

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