



FOR IMMEDIATE RELEASE

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## **Sundog Festival Announces Exciting Lineup for 2024**

*Join us in celebrating the rich arts and culture scene in Greater Vernon when the second annual Sundog Festival kicks off Culture Days, Sept. 20 and 21.*

VERNON, BC— Get ready to kick off your fall with a splash of arts and culture at the second annual Sundog Festival of Arts and Culture.

On September 20 and 21, Polson Park transforms into a vibrant hub of creativity and celebration, featuring live music, cultural performances, artisan vendors, artist demonstrations, and food trucks. This year's festival is bigger and brighter, marking the start of Culture Days—a national celebration of arts and culture running for three weeks in the fall.

Thanks to the Arts Council of the North Okanagan, Tourism Vernon, the Regional District of the North Okanagan, Fortis BC, and local supporters, the festival is free to attend. Shawna Patenaude, Executive Director of the Arts Council of the North Okanagan, highlights the festival's community spirit, noting, "We are thrilled to bring this diverse lineup of musicians, performers, and artists to Greater Vernon. It's all made possible by our sponsors, participants and volunteers."

The Polson Park bandshell will be buzzing with energy, featuring a diverse selection of music from all over Western Canada. This year's headliners include Dakota Bear on the Friday night and Five Alarm Funk on the Saturday night.

"Dakota Bear, a nationally recognized Indigenous hip hop artist, and Five Alarm Funk, BC's favourite party band who are coming off a super-charged performance at the Salmon Arm Roots and Blues Festival, promise to deliver unforgettable performances that cater to diverse tastes," said Heath Fletcher, Sundog Festival founder and committee co-chair. "All the bands performing have been booked by our partner Local Losers Underground, and are geared to highlight the culturally diverse place we call home."

In addition to the music, the Polson Artisan Market will showcase local artists and craftspeople, while food trucks will keep the crowd well-fed. New this year is The Oasis, offering beverages from local breweries, cideries, and wineries. Live painting and art demos will also add to the creative atmosphere.

Don't miss out on this exciting two-day kick-off to Culture Days. For more details and to see the full list of Sundog and Culture Days events, visit [Sundog Festival's website](#) and the [Sundog Culture Days Hub](#).



## **About the Sundog Festival:**

A sundog is a natural phenomenon that is recognized by people all over the world. They have no boundaries, borders or associations with any particular race, culture, or religion. Scientifically, they are a natural occurrence that takes place when sunlight refracts through ice crystals suspended in the air. Symbolically, the sighting of a sundog signifies a shift in your life, and multicoloured halos bring news of unification, balance & harmony.

Taking its name from this phenomenon, the Sundog Festival of Arts and Culture has a mission to educate, entertain, uplift and inspire and is funded through local governments and programs in alignment with Culture Days in BC.

Organized by the Sundog Festival Committee, a volunteer collective of locals representing a broad range of artistic expressions of culture, including artists, non-profits, tourism and small businesses, the Sundog Festival of Arts and Culture will see events take place in Greater Vernon from Sept. 20 to Oct. 13, 2024..

Along with two days of events with free entertainment and activities at Polson Park on Sept. 20 and 21, the festival provides opportunities for our entire community to participate in whatever way they can.

## **For more information, please contact:**

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## **Link to Photos:**

 2024 SUND OG FESTIVAL IMAGES