



**Lets see you SMILE on August 7, 2010**

**HALIBURTON - Team McKecks and The Blue Line** today announced a new exciting event which will take place in Head Lake Park on August 7th; **SMILE, "The Haliburton Music & Comedy Festival"**. Proceeds will not only go to **The Blue Line**, the Community Support Program of the well known restaurant on Highland Street, but also to participating organizations and their volunteers.

**SMILE** will be a festival where music and comedy come together in an all day event. "This is an unique combination of talent whereby we present 6 to 7 bands as well as a variety of the province's best comedians. It will be a day to make everyone smile", explains Creative Director, Sean Carthew. Head Lake Park will be the location for this all day event (12 pm - 9 pm). Representatives of **The Blue Line** have already had their first planning meeting with the Municipality of Dysart et al. **McKecks** owner, Maarten Steinkamp: "When I took over the restaurant last year, I shared my ambition to organize a music event in Haliburton. It is time to make that promise come true. I am extremely grateful for the support from the township, especially Reeve Murray Fearrey and Tammy McKelvey".

**The Blue Line**, powered by **Team McKecks**, has been supporting the Haliburton community over the past 9 months in a variety of ways. "It has been such a rewarding and grateful experience. We just want to be able to keep doing this. I hope we raise lots of money with **SMILE**" explains McKecks General Manager, Karen Frybort. She is calling on fellow organizations and 'chariteers' to help **The Blue Line** to organize **SMILE**. "And we will share the proceeds with these volunteers...all in the spirit of our organization; we help others to help themselves. Another assist from **The Blue Line!**". **SMILE** is meant to be a fun event to support serious matters in Haliburton, like health, education and general well being. Frybort: "August 7th will be a day where we want to make people happy, in more than one way!" The line-up for **SMILE** will be announced early June. Carthew: "it will be a mix of local bands and artists from elsewhere. Blues, Jazz, Rock and great Comedy. It will all be there".

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