



NEWS RELEASE

(For immediate release)

Pet-Kout-Koy-ek : Concert for a River

Moncton (NB), Wednesday September 12 2007 – The environmental group Petitcodiac Riverkeeper is organizing *Pet-Kout-Koy-ek : Concert for a River*, Friday October 5th at Studio 7 Hundred, 700 Main Street in Moncton.

The benefit concert has a double objective. “First and foremost, this is an opportunity for our supporters and the people who believe in the restoration of the Petitcodiac River to get together. It’s important to take the time to celebrate our victories and to create a new momentum for the on going battle,” explains Riverkeeper Chairman Michel Desjardins.

And since the battle has not yet been completely won and that Riverkeeper depends in part on sponsorship and fundraising, this type of event is also a source of financing for the non-profit organization, whose mission is to lead in the restoration, protection and promotion of the ecological integrity of the Petitcodiac and Memramcook watersheds and the Shepody Bay estuary.

Concert Line up

The bilingual show will start at 5 pm and wrap up around 11 pm. Several well known artists from the Petitcodiac watershed area will take the stage, starting with Jazz Generation— a group well known to the old Cosmo’s Friday evening jazz scene. Then the Shepody Bay area acoustic folk duo, Isaac and Blewett will team up with Les Païens and finally two groups that left their mark on the Moncton music scene in the 80’s and 90’s will come together once again: Syntax Error and Idée du Nord.

Jean-Michel Vienneau, volunteer organizer of the event is delighted that Riverkeeper has been able to line up this impressive mix of well known area artists and musicians. “We are very happy to have convinced two defunct bands, Idée du Nord and Syntax Error to get back on stage together after all these years. We are sure this reunion will have been well worth the wait,” he adds.

“The involvement of these bands demonstrates once again the importance of the artistic community’s contribution to the Petitcodiac River cause,” states Marc Chops Arsenault

of the alternative jazz-rock group Les Païens. Some may remember the album *Pet-Kout-Koy-ek, Songs for a River* launched in 1996, where many bands from the area got together to pay tribute to the river. Marc Arsenault was the producer of that album and his band as well as Idée du Nord and some of the members of Syntax Error participated in this project organized by the ecological group Ecoverité from the Université de Moncton.

The concert location, Studio 7 Hundred (formerly Club Cosmo) has just undergone a face lift in order to attract a more mature clientele, and is proud to associate itself with this cause. "The ownership and management of Studio 7 Hundred are committed to the future development of our great city. We are strong supporters of any cause that forces people in our region to stop, take notice of their surroundings and give serious thought to an issue that affects us all and will affect those who come after us. We are proud to be a conduit for any information that provokes positive and constructive debate within our community," explains Studio 7 Hundred General Manager, Derek Smallwood.

This important event has been made possible through the generosity of its sponsors. The Atlantic Salmon Federation is pleased to support the Petitcodiac Riverkeeper in their continued effort to realize the restoration of the Petitcodiac River. "It's been a long road to get to this point and we're sure there are still more twists and turns along the way but it's time to celebrate the gains that have been made. The concert will be a fantastic event for the community and for the river and we encourage supporters, both veteran and new, to come out and enjoy themselves for this great cause," says Patricia Edwards, Regional Director of the ASF.

Riverkeeper wishes to thank the ASF along with its other sponsors: Boomerang The Paint Recycling Company, Carol Doucet Communication, Consortia Development Group, Moncton Fish and Game Association, Sequoia Whole Foods and Natural Products, Milligan's Cycle Works and Wow Now Inc. Martin Latulippe. And a special thanks to Acadie Urbaine and our host Studio 7 Hundred.

Tickets are available at Joe Moka, the ticket office of Loisirs socioculturels of l'Université de Moncton, at Spin-It Records and the Riverkeeper office at 18 Botsford Street. The cost is 15\$ for adults, 10\$ for students and Studio 7 Hundred members.

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