



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Barrie's Emerging Musicians "play" with digital money

(Barrie, ON) Fifteen local musicians are animating downtown Barrie this summer as part of the Emerging Musicians Program. The City of Barrie is partnering with the Downtown Barrie (BIA) and the Ontario Musicians Co-Operative (OMCI) on the program, which is an evolution of the former Street Performers Program and capitalizes on its successful record in launching musical careers. New this summer, audiences will have the option of tipping performers using digital currency.

The following musicians are performing throughout downtown Barrie during scheduled shifts from Tuesday to Sunday each week until September:

Melina Hanke
Kasey Kohring
Brandon Pellatt
John Anderson
Madison Mueller

Karyssa Enick
Tori Hathaway
Sheldon Forget
Ian Haworth
Molly McNulty

David Hunter
Emma Duffy
Amariah Faulkner
Kalliszta Zorgo
Alyssa Tess

"The Emerging Musicians Program helps these local artists launch their careers while adding vibrancy and energy to downtown Barrie," said Karen Dubeau, Director of the Creative Economy. "Working with our partners at the BIA and OMCI, the program provides the artists with increased marketing support and training that focuses on the music business, giving them a platform to showcase their talent and helping to set them up for future success."

One of the challenges faced by street performers today is that many people only carry credit and debit cards, which can present barriers to audiences who want to tip performers. To reduce these barriers, the Emerging Musicians Program is partnering with local technology innovators on a pilot project that allows people to tip musicians digitally using the cryptocurrency PIVX, a form of digital online money. Those wishing to tip using PIVX can scan a QR code displayed on signs carried by each musician. For more information on PIVX including how to download and use their virtual wallet, visit www.PIVX.org.

"Connecting PIVX with the Emerging Musicians program offers the perfect opportunity to educate citizens about cryptocurrency and blockchain technology while supporting local arts initiatives in our downtown," said Chad Ballantyne, Marketing and Community Manager of PIVX. "The PIVX community is excited to see how this small integration could be a catalyst for transforming our downtown economy, helping citizens embrace this technology and further elevating Barrie as an innovative city."

For more information about Barrie's Emerging Musicians, visit www.barrie.ca/EmergingMusicians.

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