



Wrap Report to Barrie Council: Troubadour Festival Summer Concert Series

June 14, July 26, August 16, September 6, 2025





TROUBADOUR MEDIA SPONSOR MISSION STATEMENT

Arts and culture help define a community.

Our commitment at CTV News Barrie, Pure Country 106 and Bounce 104.1 is to our community. To inform, to entertain and to represent the things that define it.

We were proud to present the Troubadour Summer Concert series.

Bringing tens of thousands of people from across our region to our beautiful waterfront and to celebrate Canadian music and local artists.



TROUBADOUR SUMMER CONCERT SERIES 2025

Local Openers Announced Live on CTV News Barrie

The Local Opener Showcase presented community artists a once-in-a-lifetime opportunity to play in front of some of the country's biggest performers. The first announcement was made live during the 6:00 p.m. newscast with interviews from each of the winners selected to open for Dean Brody.

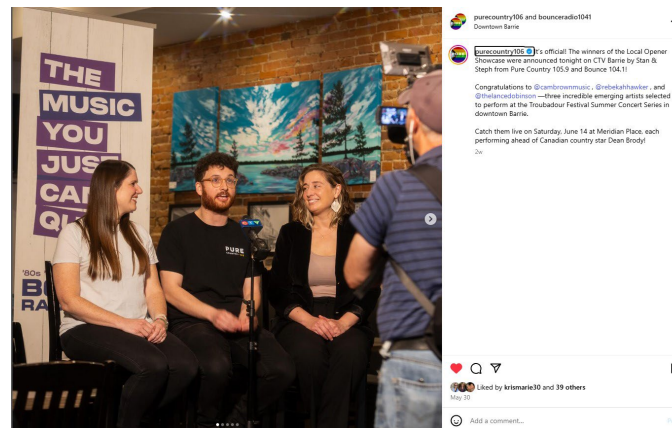
Steph Seidel from Bounce 104.1 and Stan Musial from Pure Country 106 were part of the judging panel

<https://www.ctvnews.ca/barrie/video/2025/05/22/secure-your-chance-to-perform-in-the-trubadour-festival-before-time-runs-out/>

<https://www.ctvnews.ca/barrie/video/2025/05/30/these-emerging-artists-will-headline-for-dean-brody/>

<https://www.ctvnews.ca/barrie/video/2025/05/30/judges-announce-winning-emerging-artists-to-open-for-dean-brody/>

<https://www.ctvnews.ca/barrie/video/2025/05/30/judges-reveal-what-went-into-choosing-local-artists-to-open-for-dean-brody/>





THE LAUNCH

CCMA Award Winner and Pure Country 106 morning show host Jason McCoy joined Sarah Freemark from CTV News Barrie, the Barrie BIA and Mayor Alex Nuttall to announce to the community and beyond that the Troubadour Summer Concert series was taking over Barrie's Meridian Place this summer.

<https://www.ctvnews.ca/barrie/video/2025/05/06/summer-concert-series-unveiled-for-downtown-barrie-featuring-fan-favourites/>

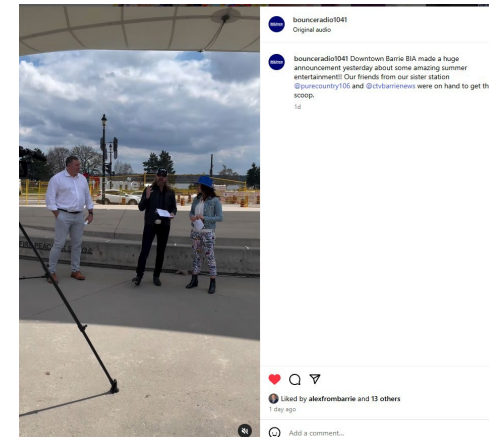
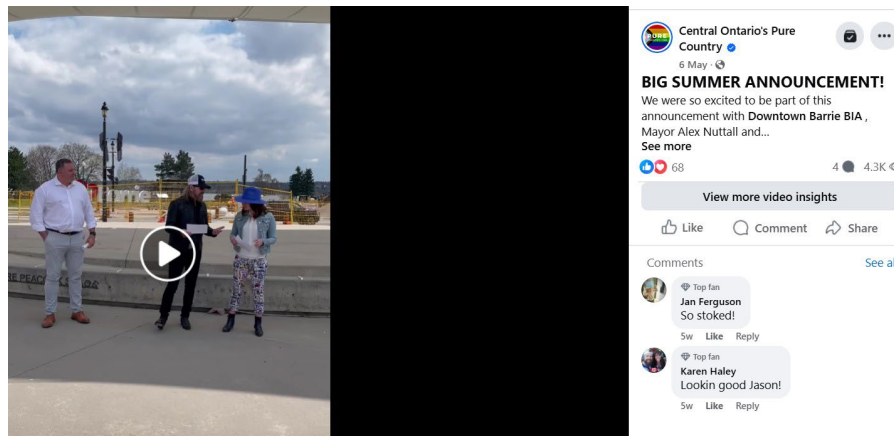


Barrie Mayor Alex Nuttall joining Sarah live on the 6pm news following the announcement:

<https://www.ctvnews.ca/barrie/video/2025/05/07/this-is-huge-news-summer-concert-series-coming-to-barries-downtown/>

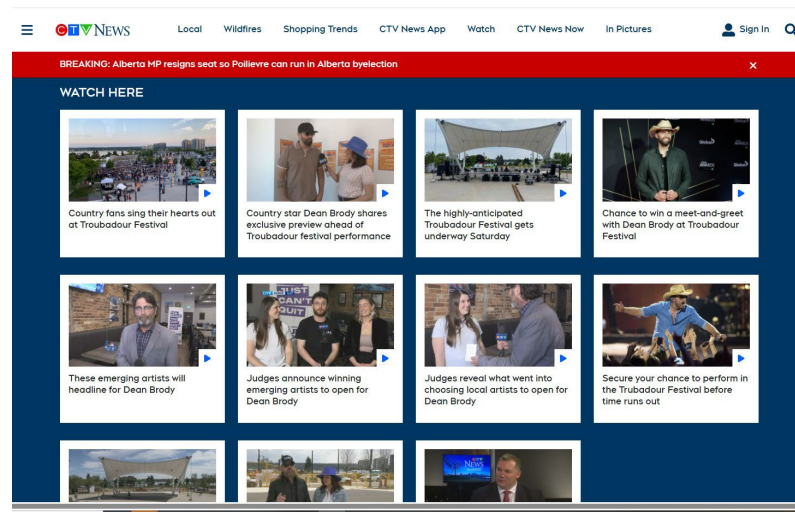
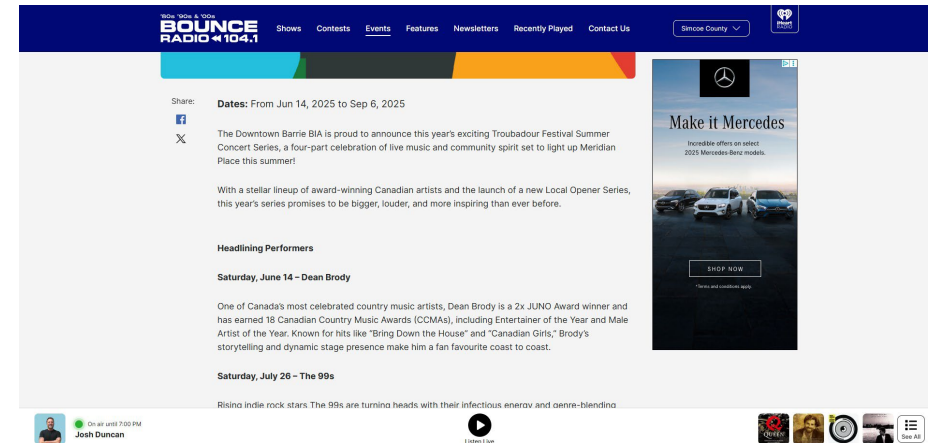
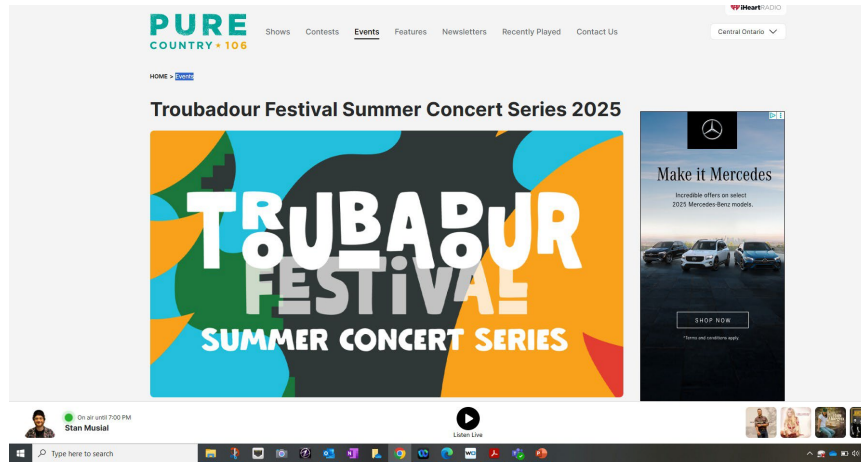
TROUBADOUR SUMMER CONCERT SERIES 2025

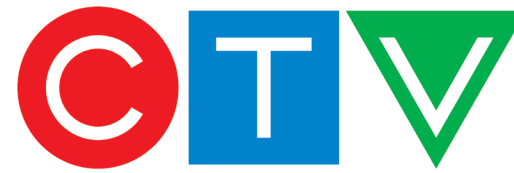
In addition to carrying the announcement on CTV News Barrie, Pure Country 106 and Bounce 104.1 carried it live across the airwaves and on social media. More than 40 announcer liners dominated the conversation throughout the day on-air.



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Focused digital landing pages gave the community instant and easy access to everything they needed to know about the festival across all our digital platforms.

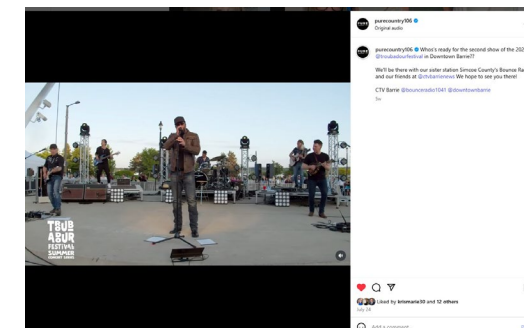
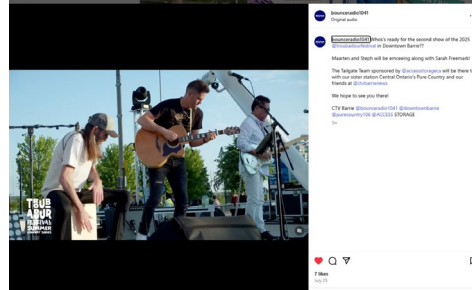


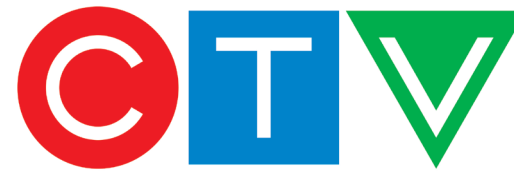


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The success of the Dean Brody kick off to the Troubadour Festival Summer Concert series paved the way for the CTV News Barrie Creative team to create a 30 second commercial.

That commercial aired every day during CTV Barrie's 6:00pm news through the final installment of the festival. Bounce 104.1 and Pure Country 106 also promoted the commercial on their social media channels.





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*Thank you from CTV News Barrie, Pure Country 106
& Bounce 104.1*

