

News Release

Monday, July 11, 2016

**Truro to become a “One Horse Town” for ONE very festive night!**

**Truro** – The Town of Truro has won the online competition for the “One Horse Town” 2016 live music show, organized by Coors Banquet.

Our reward is musical and festive: on Friday, Sept 16th, country rock stars Dean Brody, Chad Brownlee, and River Town Saints will be coming to Town for a once-in-a-lifetime performance.

More than 150,000 votes were submitted during this 4 week contest, where 6 towns across Canada were competing. And Truro has shown the best support.

*“We have reached an important milestone in terms of Community development, here in Truro”* said the Town’s Mayor, Bill Mills. *“The massive online support that Truro has shown during this competition is a statement. We, as a community, can achieve great things when we make the connection together toward a common goal”*.

It’s a thrilling opportunity for our Town to get some awesome exposure in the Media. The exact location will be confirmed mid-August, as well as the details on how to get a ticket.

–30–

Contact information: Benoit Seveno  
Business Development Officer  
Town of Truro  
(902) 956-1463  
[bseveno@truro.ca](mailto:bseveno@truro.ca)