



NXNE 2010 – Highlight Events Opening Night Parties Scion Showcase NXNE wristbands get you in at Island Show

TORONTO, June 7, 2010 – With only one week to go before North by Northeast (NXNE) begins on June 14, the festival is excited to announce four opening night parties and two more exclusive events to add to this year's already exceptional schedule.

To launch the Music, Film and Conference Village elements of the festival, NXNE celebrates with **Opening Night Parties** around Toronto, taking place **Wednesday, June 16**.

- Virgin Mobile presents **The Eagles of Death Metal** at *NXNE Opening Night at The Phoenix*. The first 200 NXNE passes/wristbands will be admitted to this exclusive show; limited tickets are also available, online only, at <http://bit.ly/9oClhI>
- *Opening Night at The CN Tower*, presented by Audioblood, features **Hollerado, The Balconies + more**. Limited entry! Enter to win tickets at <http://bit.ly/9Mh9j5>
- NXNE and the JUNO Awards' *Opening Night at The Courthouse* is presented by OMDC. This VIP Mixer highlights the shared history between NXNE and the Juno Awards and showcases exclusive performances by Juno-winning NXNE alumni **Kathleen Edwards** and **Arkells** plus a DJ set from **K-os**. This is an invitation-only event; but 50 lucky people will be admitted via a contest hosted by the Juno Awards at <http://bit.ly/c4cuiY>. The contest closes Monday, June 14.
- *Opening Night at The Mod Club*, presented by 102.1 The Edge, features **Still Life Still, The Blue Van, and KO**.

Spotlight events at this year's NXNE include:

The **Scion Showcase** on Saturday June 19 at Wrongbar presents some of the festival's hottest bands all on one line-up - **Surfer Blood, Mannequin Men, Les Savy Fav, The Grates, The Meligrove Band** & a late night special guest. NXNE passes/wristbands are admitted – but exclusive to this showcase, Scion is giving away 60 free tickets that get you in the back door for guaranteed entrance to this amazing show. To enter to be one of the lucky winners, visit <http://bit.ly/aquUXy> by Monday, June 14 at 12 p.m. EST. Scion is the official car of NXNE 2010, offering taxi service for fans and artist VIP shuttles. Look for Scion vehicle displays and giveaways throughout the festival.



Also just announced:

Your NXNE wristband now gets you into the Olympic Island Show on Saturday, June 19, 2010, featuring Pavement and Broken Social Scene! The first 250 people to arrive at the ferry docks with an NXNE 5-day wristband get a FREE wristband to the Island show. Visit www.nxne.com/tickets to purchase your wristband today.

About NXNE

16 Years, 650 Bands, 50 Stages, 40 Films, 15 Conference Sessions, 7 Days. The North by Northeast (NXNE) festival experience takes over Toronto with the best new bands and international headliners, screenings of dynamic music films, compelling conference village sessions, rock n' roll keynotes and insights from the most forward-thinking interactive media innovators, and a charity soccer match. This year's festival runs from June 14-20, 2010. Visit NXNE online at nxne.com.

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