

PUT YOUR ROOT DOWN

AT THE SALMON ARM ROOTS & BLUES FESTIVAL

If your inner Muddy Waters has been dying to belt out some blues, or you've always wanted to sing some Celtic, the Salmon Arm Roots & Blues festival is the place for you!

There's everything from blues to bluegrass, afro-beats to Cuban. If you don't catch yourself wanting to stomp your feet at some point in the day, it's likely you're already dancing!

This. Event. Rocks! The festival opens at noon, but the main stage doesn't start rockin' until 6 PM. With four stages and numerous acts playing simultaneously throughout the afternoon, not to mention workshops and other events, it pays to plan your day. While you're nosing through the program, wander the festival grounds and survey the many incredible food options available, not to mention the vendor and merchandise area. Go old school and buy a CD, or snap up a T-shirt to wear for the day. When the main stage opens, settle in with a lawn chair, or spend the evening wandering from stage to stage, catching an earful of each act.

The Roots & Blues Festival attracts thousands of visitors each year, so [book your accommodation](#) early. You can snag a campsite right next to the festival grounds, or, if you prefer more refined accommodation, stay at one of the area's numerous [hotels or motels](#). This event's a hot ticket, so remember to cool off with a dip



in the hotel pool—or Shuswap Lake itself at nearby [Canoe Beach](#).

Use the morning before the festival to take in the local sights. Start with breakfast at one of Salmon Arm's many [excellent restaurants](#), where you can treat yourself to blueberry and cream cheese-stuffed French toast or a scrumptious breakfast sandwich.

Take your coffee to go and stroll down to the waterfront, which features the [longest curved inland wharf in North America](#). On your way back, check out the many downtown [shops, boutiques and stores](#).

The Roots & Blues Festival isn't the only way to get your groove on in the Shuswap. Every summer day of the week features [live, outdoor music](#) somewhere—on the beach, in the park, by the river, or on the wharf. Get your groove on, get a move on, and get

out here for the best tunes in the centre of BC!

What not to forget:

Comfortable walking shoes (you may kick them off at the festival, but you need them to get there!), a hat for the sun (soak it at one of the many on-site misting stations), tie-dyed anything (you want to fit in, right?)

Good to know:

[Buy tickets in advance online](#)

to get in on early

bird rates. The festival grounds are in the centre

of town, and you can walk to several amenities from there.

A bicycle is an asset if you don't want to deal with driving a car around town (and the festival features a lock-up facility).

For more information visit [RootsAndBlues.ca](#) or [ShuswapTourism.ca](#) or call 250.833.5906

