



# Northumberland Ferries Ltd. Announces Music on Deck - Promoting Local Entertainers

The Sharp Group, July 14, 2008

URL: <http://www.pr9.net/ent/music/8690july.html>

*The program will be providing daily, on-board entertainment on select crossings between Prince Edward Island and Nova Scotia.*

PR9.NET July 14, 2008 - Charlottetown, PEI – Northumberland Ferries Ltd. is pleased to announce the Music on Deck program. The program will be providing daily, on-board entertainment on select crossings between Prince Edward Island and Nova Scotia. Local artists from Eastern Prince Edward Island and Pictou County in Nova Scotia will be performing on select crossings daily for travelers on-board both The Confederation and Holiday Island ferries.

Northumberland Ferries Ltd. is committed to supporting local artists by giving them a venue to perform. These very talented artists will be playing music for ferry travelers on the deck while travelers enjoy the scenic views.

"The ferry crossing allows people to park their car on-board the Confederation or Holiday Island and enjoy the 75 minute crossing, with local artists performing, it becomes a more memorable experience." states Don Cormier, Vice President of Operations & Safety Management at Northumberland Ferries Ltd. "We are delighted to promote local entertainers. Their performances demonstrate to Islanders and tourists the high quality of talent we have in the region."

Music on Deck will be taking place daily throughout the summer until September 1. With local artists from Eastern PEI and Pictou County on-board for the 1pm and 2:45pm crossings both from Wood Islands, PEI as well as Caribou, Nova Scotia. The Confederation and Holiday Island will highlight local entertainers on-board. For more information on the ferry service and on-board amenities and activities visit [www.peiferry.com](http://www.peiferry.com).

Northumberland Ferries Ltd. has been providing memorable experiences since 1941. With up to 9 crossings a day, and the new convenient NOWPass Reservations, traveling with the ferry has never been easier. There are three ways to secure a ferry pass; book online for a NOWPass Reservation, purchase an Assured Loading Pass from one of our retailers, or just show up at the terminal. Call Northumberland Ferries at 1-877-635-SAIL or visit [www.peiferry.com](http://www.peiferry.com) to learn more.

###

## About The Sharp Group

We are a virtual marketing agency anchored in Prince Edward Island that brings national experience to the solution of regional problems by:

- 1) Applying the experience of three senior partners (Don Baker, Dean Johnstone, Eric Riordon) who together have seen most of it (you've never seen it all).
- 2) Assigning in house staff with proven track records across a broad range of disciplines covering business strategy, marketing communication and graphic design.
- 3) Acquiring specialized external talent when the assignment can benefit from it.

Sharp Insite: The Added Value

**Phone:** 902-628-1000  
**Website:** <http://www.sharpgrp.com>  
**Address:** 51 University Avenue  
Charlottetown, P.E.I.  
C1A 4K8