



Media Information

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BMW announces performing artists at the BMW M Festival.

Felix Cartal, Serena Ryder among others to headline M Festival music acts.

Richmond Hill, ON. BMW is thrilled to announce they have confirmed the musical lineup for the highly anticipated 2019 BMW M Festival being held at Canadian Tire Motorsport Parkway July 13th and 14th. The BMW M Festival is a multifaceted event that can be enjoyed by the whole family, not simply an event for M enthusiasts and BMW fans. In addition to driving excitement, BMW will host music performances throughout the festival by some of today's hottest DJs and artists, including Felix Cartal, Serena Ryder, Janes Party and Dear Rouge.

"We are absolutely delighted to be bringing the M Festival to North America for the first time," said Sebastian Beuchel, Director, BMW Brand Management, BMW Group Canada. "We want to build an experience that a lot of different audiences can enjoy and indulge in, including families, music fans and car enthusiasts alike."

The M Festival will also feature a lifestyle boutique and a fully-equipped children's area, which will feature a variety of activities and entertainment to give younger fans a taste of what BMW M stands for.

For more information and to reserve your tickets, please visit www.bmw.mfestival.ca.

In anticipation of an exciting weekend of music and motorsport, check out BMW Canada's Official M Festival playlist on [Spotify](#) featuring hits from the performing artists.

Artist Information

Serena Ryder

Serena Ryder is an artist adored by fans, peers and critics alike, in part due to her raw and earnest songwriting, and beautifully electric live performances. She has received numerous accolades, including six prestigious JUNO Awards, a MuchMusic Video Award for "Stompa.", and a Canadian Screen Award for Achievement in Music – Original Song. Prior to her chart-smashing album, *Harmony* (2013), she also enjoyed success with previous releases, *If Your Memory Serves You Well* (2007), and *Is it O.K.* (2009), achieving Gold-selling status. In 2012, her single "Weak In The Knees" also achieved Gold Certification. Ryder's latest release, *Christmas Kisses* was named one of the Top



5 Christmas records of 2018 by Rolling Stone. Serena also received the 2018 Margaret Trudeau Mental Health Advocacy Award and has been the face of Bell Let's Talk for multiple years.

Dear Rouge

If there's one constant in life, it's this: nothing stays the same. Change is inevitable, for better or for worse -- it's the sinister shadow lurking behind the sunniest day, the silver lining that offsets every cloud. That mutability is something with which the members of Dear Rouge are intimately familiar. Since putting out their debut EP in 2012, Drew and Danielle McTaggart have been on a somewhat breathtaking upward trajectory. That independent release led to another one, and the accolades began to flood in: a B.C. -- based radio award, songwriting prizes, a sweet record deal, charting singles, and a 2016 Juno for Breakthrough Group of the Year followed in short order.

Felix Cartal

Felix Cartal built his career on pushing the boundaries of preordained limits. As the music project of Taelor Deitcher, the Vancouver – based and JUNO – nominated “Producer of the Year ” is perched on the intersection of indie and electronica, distilling the emotional details that contemporary producers often overlook. Though endorsed by Billboard as one of “13 Dance Artists Who Dominated 2017,” it’s Cartal’s history of dabbling in DIY punk bands that capitalizes on his talent as a lyricist, and elevates his production into the pop realm. Embracing the unapologetic vulnerability of songwriting, Cartal forges personal narratives and cinematic soundscapes from a genre that shies away from the heartfelt.

Jane’s Party

Toronto-based pop-rock quartet Jane's Party - comprised of Devon Richardson, Tom Ionescu, Jeff Giles, and Zach Sutton - have just released “Casual Island”. “Casual Island” began as a set of home studio demos inspired by Jane's Party's experience supporting Tom Odell's “No Bad Days” tour across Europe in 2016. After returning home the band immediately called up producer Derek Hoffman (The Trews, Arkells, Elwins, Willa), and set up what would become the “Casual Island” sessions. Bassist/singer Devon Richardson says, “Derek is absolutely brilliant at taking what's initially unique and captivating about a musical idea and amplifying it a million times over”. Jane’s party has also shared stages with the likes of Arkells, LIGHTS, Blue Rodeo, Stars, The Trews, Sam Roberts Band, Lowest of The Low, Matt Mays, Tom Odell, Manic Street Preachers, and Lord Huron.

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