



**FOR IMMEDIATE RELEASE**

### **Sled Island Arts Fellowship Appoints Executive Director**

*(Calgary, Alberta – January 15, 2013)* The Sled Island Arts Fellowship is thrilled to announce the appointment of **Maud Salvi** as its new Executive Director.

Maud was most recently the Artistic Producer of the POP Montréal International Music Festival, where she gained valuable experience with all aspects of festival production and partnership development, and was able to witness first-hand the significant positive impact that community-focused music and arts festivals such as Pop Montréal and Sled Island have on their communities. Notably, while at Pop Montréal, Maud played an essential role in raising funds and establishing partnerships required to support a massive free outdoor show featuring Arcade Fire that celebrated the 10<sup>th</sup> anniversary of Pop Montréal and attracted over 100,000 people.

Sled Island is very excited to welcome Maud to Calgary and to her new position as Executive Director. Maud brings with her years of music industry and event production experience and will work together with the festival's existing board of directors, dedicated staff and volunteers and countless partners to develop Sled Island as a sustainable leading North American music and arts festival that celebrates culture and builds community. In Maud's own words,

*"I understand why Sled Island makes Calgarians so proud and the sense of ownership they feel over it. I am honoured and thrilled that the board of directors trusted me to fill this position and I am looking forward to meeting all the people who together make the festival what it is."*

#### **About Sled Island:**

The Sled Island Arts Fellowship produces and presents the annual Sled Island Music and Arts Festival, an annual four-day music and arts festival in Calgary, Canada, that brings together over 300 bands, artists, comedians and filmmakers, in more than 30 venues throughout the city. Since 2007, Sled Island's innovative, eclectic programming and independent spirit have combined with Calgary's youthful energy to produce a festival that attracts a diverse and global audience, draws the attention of local, national and international media, was recently voted one of the top 10 music festivals in Canada by listeners of CBC Radio 3.

Please visit **[www.sledisland.com](http://www.sledisland.com)** for more information regarding Sled Island.

*For interviews and comments, contact:*

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