

Local rock-blues band holds first free family concert at Ed Macgregor Park in Sooke

SOOKE, BC – It will be a rockin’ good time at Sooke’s Ed Macgregor Park as **Gord Phillips & The Assimilators** take to the stage on **Saturday, August 28, 2010**. The 38-year-old singer-songwriter and his 5-member band are local Sookites with a few stories to sing and tell. Like the one all about the *Sooke Hiway*, which is fast becoming a popular local sing-along tune.

On a CD of eight pieces, the *Sooke Hiway* song has captured the public imagination about the long and winding Highway #14 that everyone must drive to get to and from Sooke, a one-road town. Phillips has driven the road many a time and the lyrics one day emerged. Lyrics first, tune follows.

“I like being in tune with the community around me,” says the enigmatic and spontaneous Phillips. “The number of people I heard talking about their travels on the highway – it was just a matter of time before the song came together in my head.”

The August 28 concert will be a “CD Release Party” (CD’s for sale at \$10) and also the first rock concert to be held in the park since the new performance stage was officially opened by the District of Sooke as part of their Spirit Square celebration in May 2010. “I hope families will hear music as they walk or drive by, and drop into the party,” says Phillips, excited at the thought of filling the park by donation only.

An islander for 17 years (the last seven years in Sooke), Phillips is married, with one young daughter, and the whole family knows the *Sooke HiWay* tune off by heart. So do a few of the folks among his concert sponsors – MapleLine Business Centre, Serious Coffee (Sooke), The Stick in the Mud Coffee House, Alloy Music and Freedom Arts Music Center. These businesses are helping Gord with concert costs and services. “They believe in my music because it really strikes a chord with our way of life in Sooke,” says Phillips. Concert guests are asked to pay admission at the park, by donation. A portion of the proceeds will go to help support music programs in Sooke schools.

The concert -- including warm-up band The Beatswingers and guest blues artist Michael Thompson -- will **start at 3:00 pm and run to 7:00 pm**. The audience should bring blankets or chairs, or just sit on the grass if the weather is good. Refreshments will be for sale on site. Behind this keen audience will be the forest and ocean, in front of them a band of guys who just want to bring a little melody to the hearts of the people of Sooke. A few of Gord Phillips’ songs can be heard online at www.gordphillips.com .

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