

MEDIA RELEASE

2ND CHANCE
TRAIL RIDE SOCIETY



Aaron Pritchett and Ray Mussell Bringing Live Country Music to Elk Point for Charity

March 10, 2021

Elk Point, AB: To raise awareness and funds during these challenging times, 2nd Chance Trail Ride Society is organizing a drive-in concert for their 10th anniversary on May 8, 2021, presented by Mussell Records.

The “Tunes and Tailgates” fundraiser will feature Canadian country star Aaron Pritchett as a special guest.

Aaron is donating his efforts for the fundraiser in hopes of raising awareness for the 2nd Chance Trail Ride Society. The event will include performances by Ray Mussell of “Paradise Motel”, Cross Parallel, a dynamic musical duo from B.C. consisting of Jordan Pritchett and Alberta born-and-bred Danielle Marie King. As well, the evening will include a performance by rising star and fellow Albertan, Chantelle Mussell.

“I realize the impact this event in Elk Point will have in raising funds and awareness for this great cause. I am beyond honoured to be a part of it,” said Aaron Pritchett. “Get your tickets and join us for a lot of fun and some great LIVE music that we’ve all been missing so much!”

Ray Mussell, founder of Mussell Records, and lead singer and co-founder of Paradise Motel has been professionally involved in the music industry for nearly five decades.

“Non-profit groups are being creative when it comes to fundraising,” said Ray Mussell. “I’m looking forward to hitting the stage with these other talented acts to help support this organization. Organ donation impacts everyone and many of us have been touched by transplant in some way.”

Pritchett and Mussell, have also recorded and produced a song entitled “Still, You Breathe”, a tune about organ donation. “Still, You Breathe” was inspired by 2nd Chance Trail Ride Society founder, Morris Irvine and the song will be released on April 7 in support of Green Shirt Day to help increase awareness across Canada.

All proceeds from the drive-in concert will support the 2nd Chance Trail Ride Society and their mission to raise awareness and continue supporting transplant patients through their journey.

Guests can bring as many people as their car has seat belts and either watch from the car or sit in a lawn chair in front of the car to enjoy the show.

Admission for the show is \$120.00 per vehicle, plus applicable fees, and taxes.

10 VIP spots are available @\$300 per vehicle with prime viewing at the front of the site, plus a table and chairs for two and refreshments.

Organizers have worked alongside Alberta Health Services and Health Canada to ensure that all health guidelines and safety measures for proper social distancing are in place and adhered to for the safety of all concert guests, performers, staff, and volunteers.

Tickets are on sale now at www.2ndCTR.com via Showpass. Event information and FAQ’s available at 2ndctr.com.

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