



# Radio Creative

CLIENT: CISCO OTTAWA BLUESFEST

# OF ADS/LENGTH: 1 OF 1X30

**MUSIC: BUDDY GUY – PRETTY BABY (2:36-3:06)**

**2:36**

**Announcer**

**When you strip down the labels and boundaries that make music limited, you give it the chance to truly express itself. The blues are not as much a genre as they are a feeling and an influence on the colourful spectrum of modern music. The Spirits of the Blues are: Passion, Rebellion, Unity, and Soul.**

**2:51**

**See how they all come together, as you experience The Spirits of the Blues at this year's Cisco Ottawa Bluesfest. Check out [ottawa-bluesfest.ca](http://ottawa-bluesfest.ca) for full band line-ups.**

**3:06**



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**MUSIC: KANYE WEST – DIAMONDS FROM SIERRA LEONE  
INSTRUMENTAL (0:15 – 0:43)**

**0:15**

**Announcer**

Imagine everybody coming together, as one, and experiencing a moment worth remembering for a lifetime. A moment filled with thousands of people jumping up and down, mirroring the energy coming from the sound of an unforgettable song.

**0:29**

This is experiencing The Spirit of Unity at the MBNA Stage.

**0:34**

Experience all the Spirits of the Blues at this year's Cisco Ottawa Bluesfest July 5<sup>th</sup> through 15<sup>th</sup>.

Check out [ottawa-bluesfest.ca](http://ottawa-bluesfest.ca) for full band line-ups.

**0:45**



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**MUSIC: BÉLA FLECK AND THE FLECKTONES – SCRATCH AND SNIFF (1:13 – 1:43)**

**1:13**

**Announcer**

A true music fan seeks out music that has something to say to them. They won't see a band because they are number one on the charts, or because everyone else is talking about them. A true fan seeks out a band that will make it seem as if they are playing for them, and them alone. Speak your mind and experience The Spirit of Rebellion at the Rogers Stage.

**1:32**

Experience all the Spirits of the Blues at this year's

Cisco Ottawa Bluesfest July 5<sup>th</sup> through 15<sup>th</sup>.

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**1:43**



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**MUSIC: HAWKSLEY WORKMAN - NO REASON TO CRY  
OUT YOUR EYES (0:00 – 0:30)**

0:00

Announcer

Music has a special way of connecting with our deepest and strongest emotions. Hearing the sound of an unknown song gives us the opportunity to experience a feeling that we may not have known was in us.

0:12

Find your missing song and experience The Spirit of Soul at The Blacksheep Stage.

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Cisco Ottawa Bluesfest July 5<sup>th</sup> through 15<sup>th</sup>.

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0:30



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**MUSIC: EPPIPHANE - 7 ROADS TO 4 HOMES (0:17 – 0:46)**

**0:17**

**Announcer**

Somewhere in between a restless reality and staring carelessly into life, you close your eyes and begin to hear the sounds of someone else's dream streaming by your ears. It sounds fresh, it sounds new, but most importantly, it sounds like everything you've been dreaming to hear.

**0:30**

You open your eyes, and you see that you are experiencing The Spirit of Passion at the River Stage.

Experience all the Spirits of the Blues at this year's Cisco Ottawa Bluesfest, July 5th through 15th

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**0:46**



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**SFX: GOODNIGHT OTTAWA, SEE YOU AGAIN SOON!**

**Announcer** The band has just played their final encore, the crowd is thinning, and your adrenaline is through the roof.

**Why not hold onto the rush?**

**MUSIC: UPBEAT**

Keep The Spirits of the Blues alive, after the concert, and join Red Bull at Pub 101. Red Bull will be hosting an after party, for you, your friends, and anyone else who isn't ready to go home, because the night isn't over until the Red Bull sings.

So join us at Pub 101 as we celebrate a night of great tunes and unforgettable memories.

Check out [ottawa-bluesfest.ca](http://ottawa-bluesfest.ca) for more details.