

To whom it may concern at the AFA,

Please accept this letter of support on behalf of Samantha Savage Smith for tour support for UK showcases and tour.

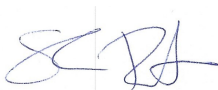
We at the Sled Island Music & Arts Festival have been proud to have showcased Samantha Savage Smith numerous times over the years, as she has always written thoughtful, expertly played and infectious ear worms. Simply, she is no stranger to winning over crowds. However, from our perspective, it was at the 2019 that Smith really broke out and came into her own.

The festival felt it had no choice but to book Smith as direct support for the sold out Cate Le Bon performance at the #1 Legion to 600+ attendees, as in our eyes, there was no more professional, fitting and inspiring artist to warm the crowd up. However, as the night went on, it was clear that something special had occurred, not just with the headliner's performance, but with Smith's. Raves kept hitting our inboxes and social media feeds, with many believing that she had "stolen the show from one of the most anticipated and incredible performers at the 2019 festival. It warmed our hearts to see so many people appreciate Smith's work the way we have on one of our largest stages as she played largely new material with a recently revamped band.

I have heard Samantha Savage Smith's latest album, recorded by Chris Dadge (Alwways, Chad VanGalen, Lab Coast, etc.) and Scott Munro (Preoccupations, Viet Cong, Chad VanGalen, Reuben & The Dark, Ghostkeeper). It has perfectly captured the energy and spirit of her freshly written songs.

Smith is primed to take the next step in her career and I think that having a strong rollout to her new album, including very prestigious showcasing gigs and an expansive UK tour, will set her up for success. She has spoken to me about her summer release and the PR rollout for it, including the filming of a new video and of a high quality release show concert. I believe that if she is able to get in front of crowds to support this new album, that she will be pushed to the next level of Canadian indie rock, garnering major national attention.

Entering its 16th year, the Sled Island Music and Arts Festival is an annual independent summer music festival featuring 250 bands in over thirty venues in downtown Calgary, Alberta for five days. Sled Island allows many generations of festival-goers to gather each year to celebrate the wealth of creative talent that exists within Calgary alongside celebrated and emerging national and international music, film and visual art. As a company with an earned reputation for discovering and promoting fantastic musical talent, we believe Samantha Savage Smith is already one of the most exciting Canadian artists working today. She has worked hard to establish both a reputation for quality songwriting and one as a hard-working, touring and passionate live act.



Shawn Petsche
Festival Manager
Sled Island Music & Arts Festival