

## Press Release

*GMSM has always been known for pushing the boundaries of musical, theatre, and video arts in Newfoundland and Labrador. Now, just in time for the holidays, we are thrilled to launch an exciting new chapter in our evolution. The Mummer's Journey is an interactive advent calendar of music, theatre and dance set inside a 3D, virtual twin of Woody Point built entirely to scale. A new encounter will be unveiled each day from December 1st - 24th. Come and countdown to Christmas with some of Newfoundland and Labrador's most celebrated artists, from Jonny Harris to the Once, and many in between. No matter where they are in the world, viewers will be able to wander through a quiet outpost night in winter, pop into someone's house for a visit and discover a bit of Christmas magic. All our talented friends you've grown to know and love over the years are here, telling their tales and singing their songs inside the magical world of the Mummer's Journey.*

*Sign up for daily email updates starting December 1st by heading to [www.gmsm.ca](http://www.gmsm.ca), and follow our social media channels for some behind the scenes footage as well as other great content!*

*Facebook: <https://www.facebook.com/GrosMorneMusic>*

*Twitter: @GrosMorneMusic*

*Instagram: @grosmornemusic*

*Media Contact:*

*Meaghan Collins, Gros Morne Summer Music Marketing Manager.*

*[gmsmmarketingteam@gmail.com](mailto:gmsmmarketingteam@gmail.com)*