



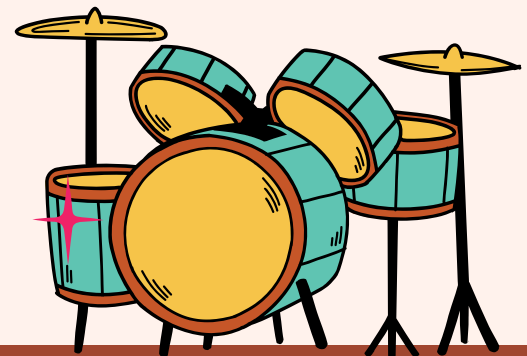
DRUMHELLER
VALLEY



Summer @ The Plaza

2025

STAY UP TO DATE WITH
OUR EVENTS



LIVE MUSIC

JULY 4 – AUGUST 30

EVERY FRIDAY AND SATURDAY

2:30 PM + 6:30 PM AT DRUMHELLER'S
DOWNTOWN PLAZA

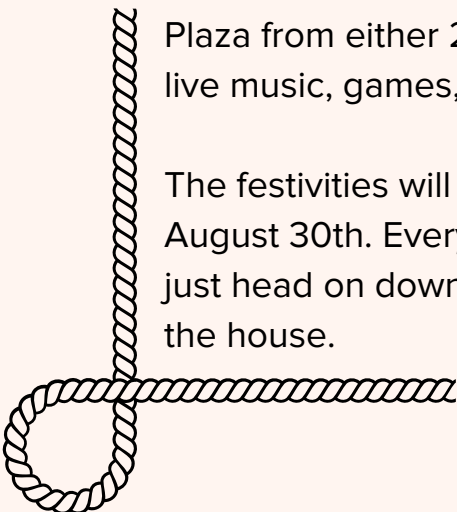
FOREWORD



Join us in the heart of Downtown Drumheller for Summer @ the Plaza, a vibrant series of musical afternoons and evenings designed to bring our community together by showcasing the best our town and the province has to offer! Our mission is to draw people to the downtown core while gaining an engaged audience for these exciting summer events.

In collaboration with local businesses, organizations, and individuals, we aim to raise awareness of the wonderful opportunities available right here in Drumheller. Come and enjoy an evening of live entertainment at the Plaza from either 2:30-4:30 pm or 6:30-8:30pm. You can look forward to live music, games, and much more!

The festivities will take place every Friday and Saturday from July 4th to August 30th. Everyone is welcome! Bring a lawn chair, a picnic for dinner or just head on down with the family or friends to enjoy a delightful time out of the house.



WE ARE ALLLLL ABOUT OUR COMMUNITY



Provides a memorable and enjoyable experience for our residents and visitors.



Is creating a sense of belonging and unity within our community.



Originated as a local celebration.



Significant local economic impact through tourism and business.



Supporting local artists, performers, and businesses by showcasing their talents and products.



Grew into a prominent annual event attracting residents and visitors.



Boosting tourism and local businesses.



Symbolizes community pride and cultural diversity.



SCHEDULE

July + August 2025

Date	Times (PM)	Performer	Style
July 4 + 5	6:30-8:30 2:30-4:30	Samantha Lee	Country
July 11 + 12	6:30-8:30 2:30-4:30	Cruz Vallis	Country
July 18+ 19	6:30-8:30 2:30-4:30	Backyard Betties	Folk, Roots & Country
July 25 + 26	6:30-8:30 2:30-4:30	Jake Mathews	Country
August 1 + 2	6:30-8:30 2:30-4:30	Robyn Ashley	Pop & Modern Country
August 8	6:30-8:30	Hayley Isabel	Country
August 9	6:30-8:30	Black Sheep	Classic Rock, Bluegrass, Country
August 15	6:30-8:30	Olivia Rose	Country
August 16	2:30-4:30	Ashley Law	Country
August 22 + 23	6:30-8:30 2:30-4:30	Julia Vos	Bluegrass & Modern Country
August 29 + 30	6:30-8:30 2:30-4:30	Tommy Charles	Americana Country

PERFORMERS



Samantha Lee - July 4 + 5

Samantha Lee is a rising star in country music, known for blending the emotional depth of classic legends with the vocal power of today's chart-toppers, earning accolades like "Most Promising Song" at NACMAI and showcase spots with Country Music Alberta. With standout performances across Alberta and Nashville, a fast-growing TikTok presence, and over 80 shows in 2024 alone, she's captivating audiences on every stage she steps onto.

Cruz Vallis - July 11 + 12

Cruz Vallis is a rising Canadian country music singer/songwriter on the verge of a breakthrough year. Teaming up with indie label Honky Tonk Record Co., Cruz has already started building up quite the discography and fan base! Definitely a name you won't want to forget!



The Backyard Betties - July 18 + 19

The Backyard Betties are a dynamic Americana duo known for heartfelt harmonies and soulful storytelling. Performing as a stripped-down duo, they deliver an intimate blend of folk, roots, and country charm.



PERFORMERS



Jake Mathews - July 25 + 26

Jake Mathews is a chart-topping artist with several Top 20 radio hits, including “If I Had It My Way”, which spent an incredible 36 weeks on the charts. With multiple CMA nominations and a rich, traditional country voice, he has performed across Canada and internationally in places like London, Japan and Australia.



Robyn Ashley - August 1 + 2

Robyn Ashley is a dynamic singer-songwriter from Edmonton, AB., with a distinctive blend of rock that is infused with the brightest elements of pop and modern-day country music. Her latest single “Which Piece Do I Follow” was released in March of this year.



Hayley Isabel - August 8

Meet Hayley Isabel: A singer-songwriter and rising star in country music! At just 13-years-old, she’s already a two-time Alberta Country Music Horizon Youth Artist of the Year who plays over 50 shows a year. Hayley is a country firecracker with a guitar and a whole lot of heart!

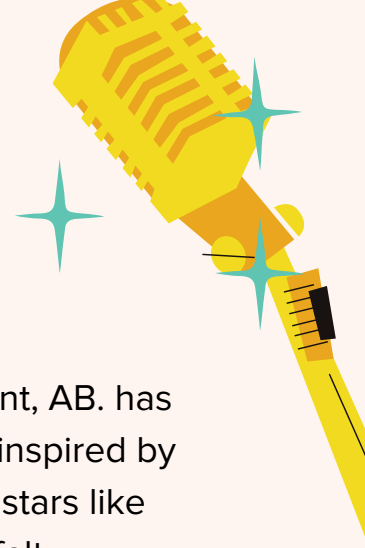


Black Sheep - August 9

From the band: “We are seasoned musicians from Calgary and Rosedale Alberta coming together to bring you an evening of classic rock, blues, country and an original song or two.”



PERFORMERS



Olivia Rose - August 15

Country artist Olivia Rose, from Elk Point, AB. has been performing since she was eight; inspired by legends like Loretta Lynn and modern stars like Miranda Lambert. Known for her heartfelt songwriting and charming presence, she's opened for acts like Jess Moskaluke and is currently working on her debut album.

Ashley Law - August 16

Ashley Law is a singer-songwriter from rural Central Alberta, blending raspy, homegrown vocals with authentic country storytelling. A welder by day, she spends her evenings writing, performing originals and covers of country favourites while perusing her dreams in country music.



Julia Vos - August 22 + 23

Steeped in a tradition of family band Bluegrass and swayed by modern country's catchy hooks, Julia Vos is one of Alberta's most compelling emergent voices. Hot on the heels of her most recent and energetic single "You Can Find Me", she finds her sun rising quickly over the prairie skies.

Tommy Charles - August 29 + 30

Tommy Charles brings a classic sound to Americana-Country music. Accompanied by singer-songwriter Kaylin Kowalyshyn on percussion and guitar, Tommy Charles delivers an authentic and vintage rendition of classics and fresh originals.





PREVIOUS YEARS



**DRUMHELLER
VALLEY**
DINOSAUR CAPITAL OF THE WORLD

