



**For Immediate Release: May 7, 2007**

**Trucks, beer kegs, and Canada's strongest men at this year's Apple Blossom Festival!**

(Kentville, NS) - The first time in Atlantic Canada, the Annapolis Valley Apple Blossom Festival and the town of Kentville, plays host to Canada's Strongest Man Championship 2007. In less than a month's time – June 2 and 3 – the nation's strongest men are set to arrive and compete in various feats of strength including: pulling a 36 000lb tractor trailer for 75ft., walking with a 850 pound yolk frame on their neck, and loading 200-300 pound beer kegs on a wagon. The plans will be finalized this week for “as much pyrotechnics as possible, and we'll have local dancers from Dance Conxion and performances from Dartmouth's Cheer Force Heat,” explains event organizer, Crystal Connors as she speaks of the excitement and power of the competition.

The Atlantic Qualifier's, taking place the weekend before on May 27 in Kentville at 2:00 p.m., will see 20 of Atlantic Canada's strongest men compete in 350 pound rock lifts, tractor holds, and log presses, as they compete for a spot in the next weekend's Canada's Strongest Man championship.

Both the Atlantic Qualifier's and Canada's Strongest Man 2007 events will take place at the Kentville Centennial Arena. Admission prices for Canada's Strongman are between \$10-\$15. Tickets can be purchased at the following locations UPS , TJ's Convenience Store , Complete Your Attitude, Kicks Power Jet, Berwick Building Supplies .

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