

>> NEWS

- > Top Stories
- > Safety
- > Sports
- > Money
- > Entertainment
- > Health
- > Family

CITY SOURCE

WEATHER

TRAFFIC

LOTTERY

CITYNEWS ALERTS



Home / Top Stories / Rogers Picnic E-Tickets Make History As The Concert Rocks Fort York

TO VIEW MORE VIDEO PRESS +



## Rogers Picnic E-Tickets Make History As The Concert Rocks Fort York

Sunday July 20, 2008  
CityNews.ca Staff

It is only the second annual [Rogers Picnic](#), and already the ten-hour concert is making history.

The event kicked off at one o'clock Sunday, and had crowds pumped up from the get-go despite the soggy weather.

And for good reason: headlining bands rocked the stage at [Historic Fort York](#), while music lovers

danced, sang along, and texted. Yes, texted. There were a couple of new features at this year's musical showcase that made it extra special.

First, concert-goers could type a text message into their cell phones, and see it up on the big screen on stage within minutes.

And even the method of purchasing tickets is something to talk about: the festival is the first in North America ever to have end-to-end wireless ticketing.

This means you could purchase your tickets online using your cell, and they downloaded right onto your device to be scanned at the gates.

"You text 'tix,' so t-i-x to 4849 and you'll get right onto the wireless box office," explained Phil Camino, Director of Marketing at Rogers Wireless.

The new-age ticketing system created buzz, and so did the stage lineup. Several hit bands played, including some local talent.

Excitement seeped from the rockers on stage about the crowds and the venue.

"In our dressing room, we have educational materials about Fort York, and there's a beaver pelt on the wall and an old - an antique rifle, so I'm learning something even as I play," enthused Graham Wright of New Market's [Tokyo Police Club](#).

The concert is rocked until well into Sunday evening, with the final band - City and Colour - going on at 9:40.

