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**DRIVE IN ☆ HANG OUT**

**Aimsley Management Group Announces Summer 2022 Cul-De-Sac & Camp Tour**

*This traveling concert series headlined by Nashville newcomer, Brett Koolik, will be rolling through neighborhoods and summer camps across the U.S.*

**NEW YORK (May 18, 2022)** — From the producers behind the iconic experiential tour Camplified comes [The Cul-De-Sac & Camp Tour](#) to be headlined by Nashville triple-threat singer, songwriter and producer, [Brett Koolik](#) with support act, [Ben Krieger](#). The Cul-De-Sac & Camp Tour kicks off at the end of June 2022 and will be bringing a sense of community and belonging to cul-de-sacs and summer camps across southern, northeastern and midwestern cities through the summer. Complete with a full production crew, engaging and fun activations for attendees and a roster of emerging artists, no detail is overlooked. Exemplified in the set design, the ethos of meeting their audiences at both their homes and their homes away from home will be emulated through a staged house set ascended by an inflatable lit-up moon.

“When I produced the tour concept Camplified my goal was to create a marketing campaign to bring emerging bands and artists to an audience, not the audience traveling to the bands,” says **Aimee Berger**, Founder of Aimsley Management Group and Creator of The Cul-De-Sac & Camp Tour.

Activations for the cul-de-sac performances include:

- Family versus family competitions such as chili cookoffs, basketball shootouts, life-size yard games and relay races.
- A circus-like pop-up area for kids including smoothies, milkshakes and vinyl spin art.
- A VIP section complete with artist merch, drink vouchers, dinner, reclining chairs and a DIY sundae bar.

Activations for the summer camp performances include:

- Workshops with campers taught by tour headliner, **Brett Koolik** and support act, **Ben Krieger**, including writing, producing and originating a song unique to each camp.
- A camper dance challenge on TikTok using their camp song. Winners of the challenge will

have a Zoom Meet and Greet with **Nicole Ryan**, SiriusXM Hits 1 Cohost of the Morning Mash Up.

- Vinyl spin art crafts complete with a photo of each camper with the artist as a keepsake.
- Select campers will be invited to accompany the artist on stage and perform a song with him.

The tour concept of Camplified culminated in 2016, however, Berger wasn't finished with pushing the boundaries of how to support emerging artists who are still building a fan base. "What is really pivotal with The Cul-De-Sac & Camp Tour is we will be visiting 30 of the most well-known summer camps across the country that are the home away from home for kids from over 200+ cities," says **Berger**. She continues, "This tour is about bringing music to the audience and while we know that our headliner, Brett Koolik, will be gaining thousands of new fans this summer, the audiences within these cul-de-sacs and attending these camps who get to experience this tour will have memories of a lifetime."

"We are really excited to have The Cul-De-Sac & Camp tour visit our campers this summer where they will participate in an interactive music workshop and can bring something tangible home with them to remind them of their time at camp," says **Dani Suchow**, Director of Pocono Springs Camp. She continues, "Our campers will get to not only watch a once-in-a-lifetime performance by these two artists together on stage but also have the opportunity to learn from them. We know it's these types of experiences at camp that inspire our campers to pursue their dreams."

Reminiscent of Jack Antonoff and Jon Bellion, 22-year-old pop singer, **Brett Koolik**, is a multifaceted artist, co-writer and producer. Releasing his debut EP later in 2022, Koolik is collaborating with one of the industry's top producers and engineers Nick Lobel, known for his work with Harry Styles, Sam Smith and Meghan Trainor.

#### **Tour Dates:**

June 28	Camp Blue Ridge / Clayton, Ga.
June 30	Camp Wayne / Preston Park, Pa.
July 2	Camp North Star / Poland Spring, Maine
July 3	Camp Mataponi / Naples, Maine
July 4	Camp Lindenmere / Henryville, Pa.
July 5	Camp Mah-Kee-Nac / Lenox, Mass.
July 6	Camp Iroquois Springs / Rock Hill, N.Y.
July 7	Camp Starlight / Starlight, Pa.
July 8	Camp Baco & Che-Na-Wah / Minerva, N.Y.
July 9	Camp Matoaka / Smithfield, Maine
July 10	Camp IHC / Equinunk, Pa.
July 12	Camp Lohikan / Lake Como, Pa.
July 13	Camp Southwoods / Paradox, N.Y.

July 14	Camp Kinder Ring / Hopewell Junction, N.Y.
July 15	Camp Timber Tops / Greeley, Pa.
July 16	Trails End Camp / Beach Lake, Pa.
July 17	Pocono Springs Camp / East Stroudsburg, Pa.
July 18	Camp Green Lane / Green Lane, Pa.
July 19	Eagle's Landing Camp / North Brunswick Township, N.J.
July 20	Greenwood Trails / Winsted, Conn.
July 22	Culdesac Block Party – White Lake Home Estates
July 23	Cul-De-Sac Block Party / East Rockaway, N.Y.
July 26	Cul-De-Sac Block Party / Apple Valley, Minn.
July 28	Tamarack Camps / Bloomfield Hills, Mich.
July 29	Tanuga Camps / Kalkaska, Mich.
July 30	Cul-De-Sac Block Party / Ellison Bay, WI
July 31	Lake of the Woods & Greenwoods Camps / Decatur, Mich.
Aug. 1	Camp Interlaken / Milwaukee, Wis.
Aug. 3	Island Lake Camp / Starrucca, Pa.
Aug. 5	Camp Chipinaw / Swan Lake, N.Y.
Aug. 6	Cul-De-Sac Block Party / Lancaster, Pa.

For more information on tour dates and locations, please visit [here](#).

For high-res images, graphics and assets please visit [here](#).

### **About The Cul De Sac & Camp Tour:**

The 'Cul-De-Sac & Camp Tour' is a music tour rolling up into summer camps and neighborhood cul-de-sacs across southern, northeast and midwest U.S. cities this summer 2022. Headlined by Nashville pop artist Brett Koolik, the 'Cul-De-Sac & Camp Tour' is a revival of the summer camp concert tour Camplified, created by talent manager Aimee Berger, which ran from 2000 through 2016. The tour will include a music performance and light show, making for a fun family experience that will be a highlight of the summer. With over 500 fans per outdoor show, families and camp goers will have the exclusive opportunity to be the first to experience a Nashville pop artist's headlining tour.

To learn more, visit [here](#).

### **About Aimee Berger:**

Aimee Berger is the Founder of [Aimsley Management Group](#) in addition to being a highly sought-after Experiential Marketing Director of 20 years and a veteran Talent Manager. One of Aimee's most notable achievements through her tenure in the entertainment industry is the curation and production of a cross-country experiential branded activation tour integrated with

breakout musical performing artists called Camplified which ran for nearly 16 years. With the goal of producing an alternative solution for bands looking to grow their engagement and fan base, Aimee revived her concept of “alternative venues with built-in captive audiences” and launched her newest experiential touring property, the Cul De Sac & Camp Tour in 2022. Learn more about Aimsley Management Group [here](#).

Connect with Aimee Berger on LinkedIn [here](#).

**About Brett Koolik:**

Brett Koolik is a Vanderbilt University alum and Nashville artist and behind-the-scenes hitmaker. A triple threat singer, songwriter and producer, Koolik’s heartfelt storytelling and sophisticated sense of melody define his orchestral pop sound. Initially studying biomedical engineering, Koolik embraced his passion for music, and his gift for toplining and production drew attention from music industry heavyweights — with his 2017 single “The One I Need” finding its way to a TV star and aspiring pop artist. With comparisons to legendary artists Jack Antonoff and Jon Bellion, Koolik is setting the stage for breakout success. His debut EP ‘Paradise Valley Fault Line’ will release this summer, and he is headlining the Cul De Sac & Camp Tour, which will roll up into summer camps and neighborhood culdesacs across southern, northeast and midwest U.S. cities in summer 2022. Learn more about Brett Koolik [here](#).

Connect with Brett Koolik here: [Instagram](#), [TikTok](#), [Spotify](#), [YouTube](#), [Apple Music](#) and [SoundCloud](#).

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