

# Live music series opens for "mature" audience

By Dominik Kurek  
OAKVILLE BEAVER STAFF

Arnolds Sports Bar in Oakville is kicking off its Saturday afternoon concert series this weekend in an effort to provide entertainment to a mature crowd.

The Matinee Saturday Afternoons begin on March 26 and run through to the end of May and will feature a guest performer backed by the Michael Keys Band each week.

"The biggest problem that people have, who are aged 35 and up, the married crowd, the mature people, they keep saying: 'where is it that we can go?'" said Michael Keys, of Burlington, who is producing the series.

He said concerts are usually late at night, and feature loud music for a younger audience.

"It's all geared towards the 18, 19, 20 year olds. It's what a friend of mine calls boy-meets-girl music. I meet a lot of people who are 35 and up and say they don't want that. 'We want to go to a place that's geared to us where we can have fun,'" he added.

This Arnolds series, Keys said, is just the ticket for the older, mature crowd.

"If you're looking for something nice to do on a Saturday afternoon you can go there. And the other thing is, it's a restaurant so you can bring the family."

The series, which runs from 2:30-6 p.m.,

has no cover charge. People will be able to come in and dance or just sit and listen.

Each week will have a different performer. The Michael Keys Band will perform some music and then will be joined by the guest musician and play his or her music and go back and forth throughout the afternoon.

"It's like a variety show," Keys said. "Each week is a different show."

The opening event, this weekend, will feature Chuck Jackson, the singer from the Downchild Blues Band, which is sometimes credited as the inspiration for the Dan Aykroyd-John Belushi band The Blues Brothers.

Aside from Jackson, the series will include musicians Robin Banks, Danny B, George Olliver, Neil Chapman, Martin Hayden, David Van Duzen and Penny Skolsky.

"They're all really good talent, good people, and that's what it's all about," Keys said.

Furthermore, the producer praised the location, saying it has a large space, in and out of doors. The outdoors features volleyball courts, a bar and stage with seating for 200 people.

"It's like a beach out there. They call it a resort and I agree with them. I think it's Oakville's best kept secret," he said.

For reservation information and an upcoming musician schedule, visit [www.arnoldssportsbar.ca](http://www.arnoldssportsbar.ca).



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*Michael Keys, producer  
Matinee Saturday Afternoons  
at Arnolds Sports Bar*

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