

Wildflower! Festival Highlights Twelve Local Bands, Plus Battle of the Bands Competition

Hear Texas- and Dallas-Area Artists Daily; Four Bands Battle for Recording Time

RICHARDSON, TX – May 17, 2011 – Richardson's 19th annual Wildflower! Arts & Music Festival, North Texas' largest music festival with 60,000 attendees annually, will feature twelve local bands in addition to the headlining talent appearing from around the world. On Saturday, the festival's Battle of the Bands Competition will have four competitors vying for 30 hours of studio recording time at the Recording Conservatory of Austin. The festival takes place May 20-22 in the Galatyn Park Urban Center.

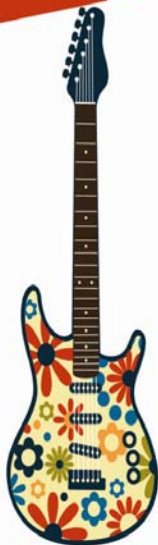
The festival kicks off on Friday with the critically praised local act **Descender**, formed from members of Burden Brothers, Mousetrap and Slowburners. Meanwhile, Heart tribute band **BeBe Le Strange** will perform fan favorites, and the nine-piece **Ken Savage and the Best Kept Secret** will bring audiences hands-clapping, soul-stirring songs from the great horn bands.

Saturday features the **Battle of the Bands Competition** at 11:15 a.m. on the MetroPCS Stage. The contenders are: **Not Guilty**, an acoustic/electric rock/blues project band based in Central Florida; **The Switch**, an alternative rock band made up of three Berkner High School students and one student from UT Dallas; **Lantic**, made up of four high school students from McKinney; and **Toro Vega**, a rock/funk/blues band from Dallas. The top finisher will win 30 hours of studio recording time courtesy of The Recording Conservatory of Austin. Second place will be given five hours of studio time courtesy of Crystal Clear Studios. Four performers will also be selected to receive a bag of music gear worth \$400 from Williamson Music Company.

Meanwhile, on the outdoor stages on Saturday, local bands **THE Backsliders**, **Day Job Refugees**, **One Red Martian**, **Neu Direction** and **A Hard Night's Day** play different variations of rock ranging from classic to contemporary. THE Backsliders were voted the Best Hard Rock act at the 2010 *Dallas Observer* Music Awards. Following is Day Job Refugees, who cover classic rock songs in shining four-part harmonies. Then, One Red Martian fuse Led Zeppelin, The Beatles and classic blues with contemporary artists like Muse and Josh Ritter. Later, hear Neu Direction, billed as an unplugged version of classic rock, blues and country. Finally, internationally renowned Beatles tribute band A Hard Night's Day draws from a catalogue of 200 songs.

On Sunday, the sounds of **Tex Fletcher**, **Cocky Americans**, **El Cento** and **76** fill the air. Tex Fletcher combines Texas country, red dirt music and Southern rock, while the guitar-driven music of the Cocky Americans has been described as "the Black Keys slapping The Strokes." El Cento produces "massively spartan rock 'n' roll," and 76 takes audiences back to the time of The Eagles and the Grateful Dead.

Single-day tickets are still available through www.wildflowerfestival.com, or can be purchased at the gate during the festival. Single-day adult tickets are \$20, tickets for kids age 5-12 are \$3, and kids 4 and under will be admitted free. *New this year* will be a



"Kidz in Free" promotion on Sunday, May 22, when all kids under the age of 12 will get in free with a paid adult, courtesy of Bank of America.

Headliners for 2011 include: **Jerry Lee Lewis; REO Speedwagon; Whitesnake; The Guess Who; Fuel; Roger Creager; Jack Ingram; Better Than Ezra; Sister Hazel; Seven Mary Three; Lit; Cracker; Little River Band; Joe Ely; Sara Hickman; Frontiers - the Journey Tribute Band; Night Fever - the Bee Gees Tribute; Rotel and The Hot Tomatoes; Ellis Paul; Pierce Pettis;** and **A Hard Night's Day.**

Named **"Best of the Fests"** by *D Magazine*, **Wildflower!** is the area's premier arts and music festival, drawing local and national acts performing the best in classic rock, reggae, R&B, Texas blues, funk, pop, alt-rock, folk and Americana. The festival also features: three outdoor performance stages; the Market Place featuring arts and crafts; the Guitar Art Auction; the Kidz Korner featuring children's games and activities; street performers, buskers, acrobats and entertainers; City of Richardson Petting Zoo; the Taste of Texas Food Garden, offering a mix of regional cuisine and festival favorites; an award-winning singer-songwriter contest and workshop; Battle of the Bands Competition; Friday night street dance featuring Austin's very own Rotel and The Hot Tomatoes; and the 8th annual "Wild Ride"—a 16-, 40- and 64-mile bike race to benefit the Lance Armstrong Shaped Beam Surgery Program at Methodist Richardson Medical Center.

New this year, Wildflower! also rolls out the **Game Haven Game Zone** – a fun, interactive gaming area with 10-12 video screens featuring the latest video games.

Wildflower! takes place in the Galatyn Park Urban Center at 2351 Performance Drive in Richardson, just off US 75 at the Galatyn Parkway exit. For complete, up-to-date event information including a festival map, performance schedules, festival dos and don'ts, lodging options, driving directions, parking information and festival hours, visit www.wildflowerfestival.com or call 972-744-4580, or follow Wildflower! on Facebook at <http://www.facebook.com/wildflowerfestival>.

2011 Primary Sponsors include ViewPoint Bank, Methodist Richardson Medical Center, MetroPCS, Bud Light and the City of Richardson. Additional sponsors include Coca-Cola, Blue Cross/Blue Shield of Texas, AT&T, Coleman American Moving Services, Interstate Batteries, Atmos Energy, Argo Data, Reliable Chevrolet, The Renaissance Hotel Richardson, Hilton Garden Inn Dallas/Richardson, The Hyatt Hotel Richardson, Pan-American Benefits Solutions, Green Mountain Coffee, American Ice, The Velvet Snout, Willhoites Restaurant, TriQuint Semiconductor, Kona Guitars, Oncor, HiTone Guitars, Sunbelt Pools, Kyocera, Tom Thumb, *The Dallas Morning News*, CBS 11, Jack FM, Star Community Newspapers, KSCS, *Collin County Business Press* and *The Dallas Observer*. **Sponsorships are still available by contacting Robbie Hazelbaker at 972-744-4316 or robbie.hazelbaker@cor.gov.**

Media Note: For more information, please contact Geoff Fairchild, special events manager for the City of Richardson, at 972-744-4583 or geoff.fairchild@cor.gov.

About Wildflower!

The Wildflower! Arts & Music Festival began as a small community event in 1993 held in a local park in northeast Richardson, Texas. Nineteen years later the festival has become the premier music event in the area. Originally a community event designed to celebrate the acres of wild flowers planted throughout the city each spring, Wildflower! quickly "blossomed" when national headlining entertainment was added after only the second year. Growing crowds and subsequent

logistical challenges lead the event to its first move to the Greenway Corporate Office Park at US 75 and Campbell Rd. Here the event was able to expand with multiple stages, over 30 acres of arts, music, and family activities.

In 1998, the Wildflower Nights! Program was added, bringing an additional weekend of concert-style entertainment to the event. Wildflower Nights! featured evening concerts in an amphitheater setting and the program quickly gained popularity as bigger and better artists were added to the lineup each year. In 2010, over 60,000 attendees, ranging primarily from ages 25 to 54, and from 17 different states, attended the event.

About the City of Richardson

With over 99,200 residents, the City of Richardson is widely recognized for its commitment to excellence, its rich history and its bright future, all of which make Richardson a smart choice for residents and businesses. Known globally for its high-tech business leadership, the City of Richardson also offers a high quality of life, diverse array of neighborhoods, convenient Metroplex location, multi-modal transportation infrastructure and outstanding City services. Richardson has been repeatedly recognized as one of the top places to live and work by the national media, and the City remains dedicated to continuous improvement, as well as to the principles of open government and two-way communications with residents. To learn more, visit www.cor.net.

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