



## George's Music Springing the Blues Festival FACT SHEET

### The Festival

- The George's Music Springing the Blues Festival will be held April 9-11 at the Jacksonville Beach SeaWalk Pavilion. This marks the 20<sup>th</sup> year for the free festival.
- In honor of the festival's 20<sup>th</sup> anniversary, The Beaches Historical Museum will present a new exhibit called "20 years of Blues at the Beach – a retrospective of Springing the Blues Festival." Mitch Kaufmann is the curator of the exhibit.
- Springing the Blues is anti-recession proof! The festival is free. And this year, prices for food and beverages are lower.
- 2010 marks the 13<sup>th</sup> year David Lee, owner of DLB Design, has designed the festival poster. Only 100 posters will be printed this year. Posters are available for purchase at the festival and at Sweet Magnolias Framing, 8250 Arlington Expressway.
- Named by *The Florida Times-Union* as one of the top 10 events for 2010 (*The Florida Times-Union*, January 1, 2010).

### The Tunes

- The 20<sup>th</sup> annual festival once again presents an eclectic mix of blues, with seasoned and emerging artists. In fact, this line up features two teen-age artists – Conrad Oberg and Skinny Legs and All. They may be young in age, but extraordinary in talent!
- One local band will earn a slot in the lineup by winning the George's Music Featured Artist competition. The winner will play Saturday, April 10, on the west stage at 4 p.m. Local rock or blues bands must submit an entry form (available at George's Music stores) along with a demo CD or performance DVD, and any promotional materials or information such as flyers, website address, Facebook or MySpace page, performance schedule and contact information by March 21. The winner will be announced the week of March 29<sup>th</sup>.

## Premium Seating

- Although the festival is free, premium seating is available for fans who want an enhanced concert experience. Premium seating provides armchair seats near the stage, food and beverage bar and private portable bathrooms. Prices for premium seating are: \$50 for a three-day pass, \$10 for Friday only, \$30 for Saturday only and \$20 for Sunday only.
- Premium seating wristbands can be purchased **only** at George's Music Stores and at [www.springingtheblues.com](http://www.springingtheblues.com). You can pick up your wristbands at Will Call, located at the entrance to the premium seating area, on the west side of the main stage. Will Call opens at 2:30 on Friday, and 10:00 a.m. on Saturday and Sunday.

## "Outerfest" Activities

- Festival sporting events include
  - ▶ 7<sup>th</sup> Annual Surfing the Blues Spring Surf Fest, 9:00 a.m. Saturday and Sunday at the Jacksonville Beach pier. Five divisions. For more information: [www.floridasurfing.org](http://www.floridasurfing.org).
  - ▶ *Performance* Running the Blues 5K Run/2.5K Walk, Saturday, April 10, 10:30 a.m. at the Red Cross Lifesaving Station in Jacksonville Beach. For more information: [www.performancemultisports.com](http://www.performancemultisports.com) or call (905) 285-1552.
- This year, Blues in the Schools, an educational program that brings the history and performances of the blues to local schools will feature Mary Hurt-Wright, granddaughter of bluesman Mississippi John Hurt, along with Tamara Grigsby and Andy Burke of the local musical group, Willie Mae.
- For more festival information, go to:  
[www.springingtheblues.com](http://www.springingtheblues.com)  
[www.myspace.com/springingtheblues.com](http://www.myspace.com/springingtheblues.com)  
<http://www.facebook.com/georgesblues>, or  
follow us on Twitter under georgesblues.

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