

## North Texas' Largest Music Festival Provides "Stay 'n Play" Opportunities

*Area Hotels Offer Special Packages For City of Richardson's 19<sup>th</sup> Annual Wildflower! Arts & Music Festival May 20-22*

**RICHARDSON, TX – April 20, 2011** – Richardson, Texas-area hotels are offering a variety of value-oriented "stay 'n play" packages to enable out-of-town guests to come to North Texas, experience the region's largest music festival and stay overnight while enjoying all that Richardson has to offer.

The City of Richardson's 19<sup>th</sup> annual Wildflower! Arts & Music Festival is the North Texas area's premier arts and music festival, drawing local and national acts performing the best in classic rock, R&B, Texas blues, funk, pop, alt-rock, folk and Americana. The festival hosts over 60,000 attendees annually in Richardson's Galatyn Park Urban Center, just north of Dallas.

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

**Hotel packages for the festival** may be accessed directly at <http://www.wildflowerfestival.com/content/Lodging.html>, and include:

- **Courtyard Dallas Richardson at Campbell**
  - *Wildflower! Festival Package* – starting from \$84 for deluxe accommodations for two within walking distance of the festival. Includes two adult festival tickets per day and a 2 p.m. late check out.
- **Courtyard Dallas Richardson at Spring Valley**
  - *Wildflower! Festival Package* – starting from \$74 for deluxe accommodations for two within walking distance to DART rail. Includes two adult festival tickets per day and a 2 p.m. late check out.
- **Hilton Garden Inn Dallas/Richardson**
  - *Wildflower! Festival Package* – starting from \$114 for a one king bed Evolution Room or a two queen beds Evolution Room. Includes two adult Wildflower! Festival tickets per day, complimentary breakfast and transportation to the festival.
  - *Wildflower! Festival Suite Package* – starting from \$139 for a one king bed, one bedroom Evolution Suite. Includes two adult Wildflower! Festival tickets per day, complimentary breakfast and transportation to the festival.



- **Hyatt Regency North Dallas Richardson**
  - *Wildflower! Festival Package* – starting from \$125 for a standard room. Includes two adult festival tickets per day, buffet breakfast for two guests daily, free shuttle transportation to and from the festival, complimentary self-parking and a 2 p.m. late check out.
  
- **Renaissance Dallas Richardson**
  - *Wildflower! Package* – starting from \$149 for a standard room, larger guest room, one king or two double beds, with no view. Includes two adult festival tickets and complimentary self-parking.
  - *Wildflower! View Package* – starting from \$189 for a standard room, larger guest room, one king or two double beds, with a view of the festival area. Includes two adult festival tickets and complimentary self-parking.
  - *Wildflower! VIP Package* – starting from \$299 for a junior suite or one-bedroom larger suite, with no view. Includes buffet breakfast for two guests daily, VIP passes for two adults and complimentary self-parking. Note: Guests must be at least 21 years old and a driver's license is required.
  
- **Residence Inn by Marriott - Dallas Richardson**
  - *Wildflower! Festival Package* – starting from \$104 for deluxe accommodations for two within walking distance of the festival. Includes two adult festival tickets per day, complimentary breakfast and a 2 p.m. late check out.

Additional tickets for the festival may be purchased through the festival website, [www.wildflowerfestival.com](http://www.wildflowerfestival.com). Three-day passes (\$30 for adults) will be sold until 5:30 p.m., Friday, May 20 and represent the best deal for festival-going patrons. Single-day tickets are also available now through the festival's website, or they may 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.

**Named “Best of the Fests” by D Magazine, Wildflower!** 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 8<sup>th</sup> 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.

**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](mailto:robbie.hazelbaker@cor.gov).**

**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](http://www.wildflowerfestival.com) or call 972.744.4580, or follow Wildflower! on Facebook at <http://www.facebook.com/wildflowerfestival>.

**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](mailto: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. Eighteen 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](http://www.cor.net).

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