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Wildflower!
richardson's arts & music festival

City of Richardson Announces 19th Annual Wildflower! Arts & Music Festival Coming May 20, 21 and 22

Musical Acts Lining Up, Tickets On Sale April 18 for North Texas' Largest Music Event, New Elements Include Kidz in Free Sunday and Game Haven Game Zone

RICHARDSON, TX – Music lovers get ready! The City of Richardson's 19th Annual **Wildflower! Arts & Music Festival**, North Texas' largest music festival, with over 60,000 attendees annually, gets under way May 20, 21 and 22 at Richardson's Galatyn Park Urban Center. Located just minutes north of Dallas at US 75 and Galatyn Parkway, **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.

Headliners announced to date include: **Whitesnake; Sister Hazel; Seven Mary Three; Lit; Fuel; Cracker; Little River Band; Joe Ely; The Guess Who; 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.** More announcements of musical acts are expected soon.

The 2011 festival's three-day pass goes on sale for \$30 on Monday, April 18, at any Metroplex Tom Thumb store or online through www.wildflowerfestival.com. The three-day pass is available for sale until 5:30 p.m., Friday, May 20. Single day adult tickets are available at the gates for \$20 as well as through the festival's website beginning April 18. Kids age 5-12 are \$3, and kids 4 and under are free. *New this year* will be a "**Kidzin 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!** 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.

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



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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.**

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>.

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. 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.

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