

Goodness Gracious, Guess Who's Coming To Wildflower!

Rock and Roll Hall of Famer Jerry Lee Lewis is the Latest Act Signed to Play Wildflower! Festival

RICHARDSON, TX – One of rock and roll's first wild men and a true eclectic, **Jerry Lee Lewis**, has recently been announced as the opening act for The Guess Who at the City of Richardson's 19th Annual Wildflower! Arts & Music Festival, North Texas' largest music festival. Lewis, best known as a piano-thumping, egocentric wild man, will appear on the ViewPoint Bank Stage at 8:30 p.m. on Friday, May 20, opening night of the three-day festival.

Lewis, with his unquenchable thirst for living, has become the fodder for numerous biographies, film documentaries and a full-length Hollywood movie. Between 1957 and 2006, the date of his latest release "Last Man Standing," he has charted 47 singles plus 22 albums on the Top Twenty Pop, Jukebox, Rock, Indie and/or Country charts in the USA or UK. Fourteen of those reached the number one position. The original Sun cut of "Great Balls of Fire" was elected to the Grammy Hall of Fame in 1998, and Lewis' Sun recording of "Whole Lotta Shakin' Goin On" received this honor in 1999.

Lewis was inducted into the Rock and Roll Hall of Fame in 1986, and his pioneering contribution to the genre has been recognized by the Rockabilly Hall of Fame. In 2008, he was inducted into the Hit Parade Hall of Fame, and in 2004, *Rolling Stone Magazine* ranked him number 24 on their list of the 100 Greatest Artists of All Time.

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 "Kid 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. **2011 Primary Sponsors include ViewPoint Bank, Methodist Richardson Medical Center, metroPCS, Bud Light and the City of Richardson.** 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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