

## Know Before You Go: Final Details to Consider Before Heading to Wildflower!

*\$5 Parking Available, Extended DART Service Hours and Guidelines for Festival Fun*

**RICHARDSON, TX – May XX, 2011** – More than 60,000 festival goers are expected to attend Richardson's 19<sup>th</sup> annual Wildflower! Arts & Music Festival this weekend at the Galatyn Park Urban Center. As host to North Texas' largest music festival, the City of Richardson has worked with transportation and public safety officials to designate convenient parking areas and to extend the hours of DART rail service to and from the adjacent Galatyn Park Station. In addition to safe travel, festival organizers would like attendees to mind simple guidelines in order for everyone to have an enjoyable experience.

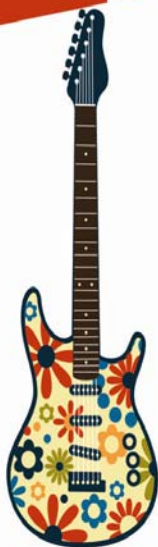
Wildflower! takes place in the **Galatyn Park Urban Center at 2351 Performance Drive** in Richardson, just off U.S. Highway 75 at the Galatyn Parkway exit. Over 8,000 parking spaces are available within the immediate area. Upon exiting, drivers will see signs directing them to parking areas. There is a \$5 fee for access to the on-site covered parking or the adjacent surface lots.

Wildflower! also is easily accessible from the **DART Rail Red Line**. The Galatyn Park Station marks the festival's westside entrance. Rail service has been extended on both Friday and Saturday evenings, with three extra, late-night trips added in each direction. With the extended hours, the last trains leave the Galatyn Park Station at 12:30 a.m. (southbound) and 12:45 a.m. (northbound) on Friday, and at 12:26 a.m. (northbound) and 12:47 a.m. (southbound) on Saturday. Visit [www.dart.org](http://www.dart.org) to view the full Red Line schedule and plan a trip.

Finally, in the interest of public safety, Wildflower! guests are being asked to please follow these **festival guidelines**:

- No coolers, food, drinks, pets, contraband, weapons, skateboards, rollerblades, scooters, laser pointers, Frisbees or professional camera equipment (any camera with a detachable lens). Persons entering the site may be subject to search for any prohibited items.
- One factory sealed water bottle no larger than 1 liter; and snacks and drinks for toddlers are permitted.
- Unauthorized sales, solicitations, and distributions are prohibited.
- Smoking is only allowed in designated areas.
- The facility reserves the right to refuse admission or eject any person violating the facility, local, state or federal laws or whose conduct is deemed illegal, disorderly, or offensive by management.

**Concert seating is on a first-come, first-serve basis.** For outdoor concerts, attendees may bring blankets, cushions, and chairs, but other persons may be standing during a performance. Chairs should be low to the ground and have backs at shoulder height. All backstage areas are off-limits to the public.



**There are still tickets available!** Three-day passes, on sale for \$30, may be purchased until Friday, May 20 at 5:30 p.m. at any area Tom Thumb store or via [www.wildflowerfestival.com](http://www.wildflowerfestival.com). Single-day tickets will remain available through the Festival's website, or they can be purchased at the gate. 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.

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>.

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 **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 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).**

**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. 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. Last year, more than 60,000 people, 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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