

Wildflower! Offers Special Discount Ticket Price for Richardson Residents

RICHARDSON, TX – April 29, 2011 – Once again Richardson residents are eligible for a special, discounted adult ticket that's half-off a daily admission pass to the **City of Richardson's 19th Annual Wildflower! Arts & Music Festival**, North Texas' largest music festival, with over 60,000 attendees annually! The festival takes place May 20-22 at Richardson's Galatyn Park Urban Center. Wildflower! is the 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.

To buy the special discounted tickets, residents need only present their current City of Richardson water bill, a current utility/phone bill with a Richardson address, or valid Texas driver's license with a Richardson address during normal business hours at any of the City of Richardson's four ticket outlets – Heights Recreation Center, Huffhines Recreation Center, The Senior Center, or the Customer Service Department at Richardson City Hall. Each household can purchase up to six adult passes for each festival day for only \$10 each. The \$3 ticket for kids age 5-12 is also available at each outlet, and there is no limit on children's ticket purchases. Kids age 4 and under are free. Residents have through Friday, May 20, to purchase discounted tickets.

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. Also new this year, all City of Richardson ticket outlets will pre-sell \$5 festival parking vouchers. These vouchers are for one time use in any of the paid parking lots during the 2011 festival, except for the Eisemann Parking Garage.

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!** 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 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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