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## **Arkansas' Largest Festival Set for Memorial Day Weekend**

*Riverfest 2011 will be May 27-29 along the banks of the Arkansas River*

**LITTLE ROCK, Ark.** (April 27, 2011) – Riverfest 2011, presented by Verizon and Motorola Solutions, will be held May 27-29 along the Arkansas River in downtown Little Rock and North Little Rock. The state's largest festival will feature top headline musical acts, plus the Super Retriever Series Crown Championship, KidZone Playtime Promenade, the Dallas Cowboys on Tour, the Osborne Family Fireworks Sunday evening display and many exciting extras at no additional cost.

Nationally known headline acts include Widespread Panic, Blue October, Papa Roach, Barenaked Ladies, Digital Underground, Poison, Mike Posner, Pat Green, Nelly, David Nail, REO Speedwagon, Charlie Daniels Band and Arkansas favorite Trout Fishing in America. The Stickyz Music Tent will feature local and regional musical acts in a club-like setting. Musical acts throughout the festival will include classic rock, rap, country, modern rock, soul, reggae and more. A complete line-up of musical acts (including times and locations) is available at [www.riverfestarkansas.com](http://www.riverfestarkansas.com).

“The 2011 Riverfest event will again be packed with outstanding musical acts, fun activities for the whole family and tons of popular festival food options,” said DeAnna Korte, Riverfest executive director. “More than 250,000 people attended last year’s festival, and we expect another great crowd this year. We hope to continue making a major economic impact on the community by bringing people downtown and to the River Market District.”

A limited number of advance tickets for Riverfest 2011 are now on sale on a first-come, first-serve basis at 34 participating Walgreens stores. Advance tickets are \$15 for three days’ admission – half the cost of the \$30 gate admission. Walgreens will charge a \$.75 per ticket processing fee on all tickets sold at their locations. The \$15 adult advance ticket will be exchanged at any gateway for an IBERIABANK wristband that can be used for admission into all three days of the festival. The wristband must be worn for the entire three days of the event for re-admittance. Children 6 and under are free.

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Quantities are limited for advance tickets, so the public is encouraged to act fast. Visit <http://riverfestarkansas.com/ticketsmerch> for a list of store locations selling this year's tickets.

Three-day passes sold at the gate will be \$30. On Sunday, a one-day band will be sold for \$20 at the gate. Tickets will also be sold online at [www.riverfestarkansas.com](http://www.riverfestarkansas.com) for the 2009 gate price of \$25.

Shuttle service to Riverfest from both Little Rock and North Little Rock locations will again be available this year. A \$3 round-trip shuttle ride will take festival-goers to Riverfest from the east side of War Memorial Stadium at Markham and Van Buren streets and the north parking lot of North Little Rock High's West Campus at 22<sup>nd</sup> and Main streets.

Verizon, in its third year as presenting sponsor along with Motorola Solutions, will showcase handsets and other new products while on-site. The Verizon Street Team will demo the latest tablets, let visitors play games and give attendees the opportunity to win prizes. Festival-goers will "Rule the Air" on the mic at the Verizon Karaoke experience, where they can win backstage passes to the weekend's biggest concerts. Attendees can also try their luck at the Verizon QRG scavenger hunt and register to win the latest Verizon tablets.

During the three-day event, Riverfest will also partner with Yarnell's Ice Cream and Wal-Mart to benefit the Arkansas FoodBank. During the "Food Drive At Riverfest," festivalgoers are asked to bring non-perishable food items to the shuttle stops to receive a \$1 of their shuttle ride or to any festival gateway to receive a free sample of Yarnell's Ice Cream. *(NOTE: MORE DETAILS ABOUT THE FOOD DRIVE WILL BE ANNOUNCED AT A NEWS CONFERENCE AT 10:30 A.M. TUESDAY, MAY 10 AT THE ARKANSAS FOODBANK).*

For the third year in a row, the Riverfest Recycles program will encourage festivalgoers to keep recyclable plastic bottles and aluminum cans out of the landfills by collecting them from the festival grounds. Attendees can pick up a collection bag at two recycling tents located on the grounds or any of the several informational kiosks located throughout the festival. While enjoying Riverfest, attendees are encouraged to return their full bags of bottles or cans to a recycling tent for the opportunity to win a prize. Riverfest attendees collected more than 17 tons of recyclable materials during the 2010 event.

The KidZone Musical Stage boasts a variety of family-friendly acts, including Sugar Free Allstars, ventriloquist Wayne Francis, Monster Shop Bumpn' and The Kazoobie Kazoo Show with Rick Hubbard. Arkansas favorite Trout Fishing in America will take the stage at 8 p.m. on Sunday, May 29. The Yarnell's Family Stage will feature popular acts, such as the Jesse White Tumblers and the Kenya Safari Acrobats. The Osborne Family Fireworks display will wrap up the festival at 9 p.m. on Sunday, May 29.

Other notable Riverfest attractions in 2011 include:

- KidZone Playtime Promenade activities, with an “Under the Sea” theme for 2011, including the Krispy Kreme Doughnuts Dipping Station, Squirt Art on Canvas, Fanciful Face Painting, finger casts, moonwalk, bean bag toss, bubble blowing and hula-hoop fun
- Super Retriever Series Super Dock Championship, with the champions crowned on Sunday evening
- International Village, celebrating “Peace Around the World,” with crafts from Latin America, West Africa, Greece, United States, Great Britain and Middle Easter countries
- Dallas Cowboys On Tour, bringing the Cowboys experience to fans and including a Hall of Fame Museum filled with exhibits depicting the history of the Dallas Cowboys
- Ford Drive One Tour, an array of skill competitions, interactive vehicle displays and the opportunity to win prizes, including a new Ford vehicle of your choice
- Planters 2011 Tour, including a photo opportunity with Mr. Peanut
- Luzianne Specially Blended RV Tour
- Arkansas Arts Center Artmobile
- Flippenout Stunt Double Trampoline Show, with synchronized performance including snowboards and skis, held at the Clinton Presidential Park
- The Beale Streep Flippers
- United Freestyle Stunt Bike Team, held at the west end of Riverfront Park behind the DoubleTree Hotel
- Disc Dogs A2Z, Ed Jakubowski and his canine showstoppers, held at the Clinton Presidential Center
- Wahl “Let It Grow” Tour, a mobile barbershop that offers interactive experiences including a strongman competition and music
- The Gaming Zone featuring Kinect on Xbox and Gaming Tournaments, held in the west end of the park under the Broadway Bridge, near the bungee jump
- 2<sup>nd</sup> Annual Rock-N-Roll Stroll 5K Fun Run and Walk, Saturday, May 28 at the North Shore Riverwalk/Argenta District in North Little Rock

*For more information on the festival, entertainment acts and activities, visit <http://www.riverfestarkansas.com>.*