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Bikes, Blues & BBQ and The Arkansas Music Pavilion Partner to Bring Classic Rock, Blues and Cool Cars to NWA

FAYETTEVILLE, Arkansas, July 28, 2009 – Bikes, Blues & BBQ (BBB) and the Arkansas Music Pavilion (AMP) announced today a new partnership designed to amp-up the music during the 10th Anniversary BBB motorcycle rally and the addition of an exciting new event.

“Rather than having one main act at the Randal Tyson Track Center as we have done in the past, we have teamed up with the AMP to provide two big nights of classic rock and a Saturday full of FREE Blues music,” said Nelson Driver, Executive Director of Bikes, Blues & BBQ. “By working with the AMP music line-up, we hope to raise more money for local charities and offer people a better venue to listen to great music.”

“The AMP has a history of offering exciting and affordable concerts, so it makes sense for us to pitch in with BBB to bring multiple big name music acts to town during the rally to help raise money for charity,” said Brian Crowne, owner and general manager of the AMP.

Leading the line-up of hot acts will be Blackfoot and Molly Hatchet on Thursday night, followed by the Marshall Tucker Band with special guests Oreo Experience - a tribute to Jimi Hendrix and Steve Pryor on Friday night. Gates open at 5 p.m. and concerts start between 7:30 - 8:00 p.m. Admission to the concerts is only \$10.00 per night, with a portion of the proceeds going to BBB and other local charities. Saturday will feature 12 regional blues bands from 10:30 a.m.-7 p.m. for no admission charge.

In addition to the music, the AMP is also hosting a new event--Bikes, Blues & Hot Rods Too, Thursday, September 24th through Saturday, September 26th. The venue opens at 10 a.m. on Thursday and Friday and 9 a.m. on Saturday. For more information and to buy concert tickets, visit www.bikesbluesandhotrods.com.

“In looking at new ways to make BBB rally week even more fun, adding a new venue with cool cars and other unique attractions seems natural,” said Crowne. “It’s our hope

that this new event broadens the appeal of BBB rally week and helps raise additional funds for local charities. It's all FREE during the day until 5pm as well."

Classic car and hot rod enthusiasts are welcome to showcase their cars during the rally at the AMP. Thursday and Friday features a casual cruise in all day and night with drawings each night for prizes. On Saturday, classic cars & trucks, street rods, tuners, customized newer cars & low riders are all invited to compete in the 1st Annual Bikes, Blues and Hot Rods Too Car Show for a chance to win over \$5,000 in cash and prizes. Entry fee to be judged is only \$10, with a portion of the proceeds going to charity.

"Over the last 10 years we have seen BBB go from a few dozen riders to over 400,000 people flocking to Northwest Arkansas each year to enjoy some of the best riding, music and barbeque anywhere. With the addition of the AMP as a destination venue, we think the 10th Anniversary rally will be the best yet," said Driver.

About Bikes, Blues & BBQ

Bikes, Blues & BBQ is the largest non-profit (501(c)(3)), family-friendly motorcycle rally in the country for people seeking to enjoy the best in motorcycle riding, blues music and barbeque, while helping those in need. For more information visit www.bikesbluesandbbq.org.

About The Arkansas Music Pavilion

The Arkansas Music Pavilion (AMP), owned by longtime Fayetteville residents and George's owners Suzie Stephens and Brian Crowne, is one of the top 100 amphitheatres in the nation. It has produced headlining shows for the past four years and has expanded to offer production and venue services beyond concerts. For more information visit <http://www.arkansasmusicpavilion.com>.

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