



FOR IMMEDIATE RELEASE

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FLOYDFEST ANNOUNCES INITIAL 2009 LINE-UP

Annual Seasonal Discount tickets sales kick off to a great start

The independent event production team, Across-the-Way Productions, just announced the initial lineup for their celebrated annual music and arts festival, FloydFest. Now in its 8th incarnation, the festival will take place **July 23-26, 2009** in the beautiful Blue Ridge Mountains of southwest Virginia. Since its inception in 2002, FloydFest organizers have prided themselves in providing a safe and welcoming ground for a global community forum, and musical showcase steeped in Appalachian roots. This year's theme **Revival** echoes the festival's mission to serve as a holistic plateau for the restoration and rejuvenation of our individual values, and our living culture.

"It's easy to get bogged down, spun and otherwise deflated from the hustle and bustle of life," explains Kris Hodges, the festival co-founder. "To take time out and consider these demands and still maintain one's sanity, ideals and heart - may be what the art of living is all about".

Crowned 'the best under the radar music festival' by musictoday.com in 2003, FloydFest continues to showcase performers spanning multiple genres on the cutting edge of the music scene. The just-announced 2009 initial performer lineup includes the afro-beat globe-trotters **Toubab Krewe**, the extravagant cabaret of San Francisco's **Yard Dogs Road Show**, NYC based Brazilian thump and cool **Forro in the Dark**, Canadian folk hipsters **The Dukks**, neo-funk-soul of Outta Sight Recording artists **The Dynamites featuring Charles Walker**, sacred steel masters **The Lee Boys**, Jamaica's sweet reggae grooves of **Clinton Fearon** of the Gladiators, the house-jumping sounds of **Nathan & the Zydeco Cha Chas**, the progressive old-time sound of **The Horse Flies**, New Orleans' street brass explosion **Hot 8 Brass Band**, disarming arrangements by Oklahoma's **Samantha Crain & the Midnight Shivers**, Toronto's Cosmic Rockers **The Sadies**, retro-pop and honky tonk of **Mad Tea Party**, soul shaking, conscious music of **Laura Reed & Deep Pocket**, quirky Americana Jazz of **Boulder Acoustic Society**, gypsy swing of **The Belleville Outfit**, the gospel of **Ollabelle**, and sure-to-get your head thinking and your feet moving sounds of Sol Driven Train, New Familiars, The Junk Yard Band, Luminescent Orchestrui, Barcelona Institute of Gospel, Stop, Drop & Roll, and Rising Appalachia - and that's just the beginning.

Also returning to the festival, and making their main stage debut in 2009, will be the 2008 Emerging Artist winner **William Walter & Co.**, as well as this year's 'Under-the-Radar Music' series showcasing the most promising up-and-coming regional acts. FloydFest will be announcing new artists throughout the winter and spring months, culminating in a full lineup that will span 4 days and fill seven stages with top quality genre-crossing music and workshops.

The beautiful festival venue, Blue Cow Pavilion, is located at milepost 170.5 off the scenic Blue Ridge Parkway, the 80-acre mountain plateau offers camping, a progressive 'Global Village' area of workshops and demonstrations, over one hundred artisans and crafters, food offerings ranging from pulled-pork BBQ to fresh sushi to hand-churned ice cream, a comprehensive healing arts area, and a Children's Universe, featuring stage performances geared toward children, puppetry, workshops, playground equipment and babysitting services.

The early-bird tickets for the 2009 are on sale now. "Our first week of ticket sales has been the strongest we've ever seen", reports festival VP and Publicist, Svetlana Nikic. "Despite rising costs of production, we restrained from price increases, and decided instead to direct our creative energies on raising the standard of the festival experience".



Early ticket purchasers benefit from significant seasonal discounts and specialty Souvenir Packages, which include on-site parking. Now through December 31st tickets are \$20/Thursday, \$25/Friday, \$35/Saturday, \$30/Sunday, \$80/3-day weekend, \$90/4-day weekend. Souvenir passes are \$155, and RV prices are \$100 and \$120; these tickets have a history of selling out early. VIP tickets are \$415, which include all-access for the festival, on-stage seating, full hospitality, merchandise and massage coupon.

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About Across-the-Way Productions

Born in 2001 on the small stage of Oddfella's Cantina in downtown Floyd Virginia, Across-the-Way Productions, Inc., has dedicated itself to becoming Southwest Virginia's premier event production company. In a world of ever-increasing homogenization, AtWP promotes a community-based approach to event production, and prides itself in presenting sincere, family-friendly, quality, even magical events.

In addition to FloydFest, the 2009 AtWP roster includes the states' largest wine festival - Vintage Virginia, the state's oldest wine festival Virginia Wine Festival, and this year's inauguration (slash resurrection) of Floyd Fandango, a new kind of Beer and Wine Festival set for July 4th and 5th at the beloved FloydFest site on the Parkway. For more information visit www.atwproductions.com

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