



WHAT AthFest 2010 is the 14th annual, four-day music and arts festival in historic downtown Athens, GA, a town long renowned for its thriving music scene. Since 2005, AthFest has been included in the "Top 20 Events" by Southeast Tourism Society. In 2009, the Athens Convention and Visitors Bureau estimated 60,000 people attended the festival.

MUSIC For the past thirteen years, AthFest has showcased the best in local, regional and nationally recognized Athens-based talent. In 2009, almost 200 bands and artists performed on the AthFest Outdoor Stages and in 20 of the town's best music venues. Music on the outdoor stages is free of charge and open to all ages. AthFest wristbands allow unlimited entry into all participating AthFest Club Crawl venues, subject to age and occupancy.

ART The AthFest Art Market includes regional visual artists displaying and vending their works. Exhibited work can include ceramics, drawings and watercolor, folk art, furniture, glasswork, handmade instruments, jewelry, mixed media, painting, photography, prints, stoneware, woodwork, or sculpture. Free of charge.

KIDSFEST includes a variety of musical performances, interactive projects, educational exhibits, a petting zoo, recreational play area, bungee jumping, drum circles, and artistic endeavors for children of all ages. Free of charge.

FILM TeenScreen showcases works by teenaged filmmakers from Athens area schools. Date and location TBA. Ciné, Athens only art-house cinema, shows music-related films during AthFest. Schedule TBA. Cover charge TBA, discounted with AthFest wristband.

FLAGPOLE MUSIC AWARDS *Flagpole Magazine* presents the 12th annual event with readers' choice awards and performances by local musicians. Thursday, June 24th at 8:00 PM at the historic Morton Theatre. Cover charge TBA, discounted with AthFest wristband.

EDUCATION Throughout the year, AthFest, Inc. strives to educate citizens and visitors about music and arts. In 2009, two new series called AthFest InSchool and AthFest AfterSchool were launched taking local performers, event organizers and others in to local middle schools and after-school centers.

ATHFEST CD Since 1998, Ghostmeat Records has produced a compilation CD to commemorate and promote AthFest. Proceeds from sales benefit AthFest, Inc. Past artists have included R.E.M., Drive-By Truckers, Vic Chesnutt, Kevn Kinney, Jack Logan, Elf Power and more. This year's CD features The Whigs, Hope For Agoldensummer, Modern Skirts, Packway Handle Band, Ken Will Morton and dozens more. The *AthFest 2010 CD* is available at AthFest.com, the AthFest Merch Booth and worldwide via iTunes and other digital music stores.

WHERE AthFest Outdoor Stages, AthFest Art Market and KidsFest are located in downtown Athens on W. Washington St. between Lumpkin Street and Pulaski Street (near the 40 Watt Club). The AthFest Club Crawl venues are located in downtown Athens. The special events are in various locations.

WHEN Music on the Outdoor Stages is scheduled for Friday, June 25th from 5:00-10:00 PM, Saturday, June 26th from 12:00 noon-10:00 PM and Sunday, June 27th from 12:00 noon-8:00 PM. The "Club Crawl" takes place Friday, June 26th from 8 PM-2 AM and Saturday, June 27th from 8 PM-2 AM. The Artisan Market is open on Friday, June 26th from 5:00- 10:00 PM, Saturday, June 27th from 11:00 AM-10:00 PM and Sunday, June 28th from 11:00 AM-8:00 PM. KidsFest takes place Saturday, June 27th and Sunday, June 28th from 12:00 noon until 5:30 PM.

TICKETS No tickets are required for Outdoor Stages, the Artisan Market or KidFest. Wristbands for the "Club Crawl" are \$15 in advance and \$20 beginning June 24th and are available at www.athfest.com, select stores, the AthFest Merch Booth, and all Club Crawl venues.

TRAVEL Package deals including lodging, wristbands, CDs and additional accoutrement are available at www.athfest.com.

For more information, high-res photos, electronic press kit (EPK), AthFest logos and more, please visit the AthFest Press Room at WWW.ATHFEST.COM
Media contact Michelle Roche Media Relations, 706-353-3244, michelle@michelleroche.com

AthFest, Inc. is a 501(c)(3) non-profit corporation. AthFest's mission is to educate citizens and visitors about music and arts in general, and about Athens music and arts in particular. This program is supported in part by the Grassroots Arts Program of the Georgia Council for the Arts through an appropriation of the Georgia General Assembly in partnership with the Madison-Morgan Cultural Center. *Updated 4/13/2010*