



## **GRETSCH GUITAR SIGNED BY ALL MEMBERS OF DRIVE BY TRUCKERS TO BE AUCTIONED ON EBAY STARTING FRIDAY, APRIL 30, 2010**

### **PROCEEDS TO GO TO ATHFEST AFTERSCHOOL EDUCATIONAL PROGRAM**

**ATHENS, GA**—April 22, 2010— On the evening of Friday, April 30, 2010, **AthFest, Inc.**, will place a **Gretsch Electromatic** solid-body electric guitar signed by all the members of **The Drive By Truckers**, on **eBay®** to be sold to the highest bidder. In addition to the signatures of the band, **Wes Freed**, a noted musician and artist who designs The Drive By Truckers' album covers, posters, and other artwork, has customized this guitar with his iconic art making this guitar truly a one of a kind item.

The auction will go live with the presentation of the signed guitar from representatives of the Gretsch Foundation and The Drive By Truckers to Jared Bailey, the Director of AthFest at the **AthFest CD Release Party** at Tasty World in Downtown Athens on April 30<sup>th</sup>. The CD Release party is free and open to the public and the doors open at 9:00 PM. The online auction will end on the evening of Monday, May 10, 2010.

This guitar was donated to AthFest, Inc., a 501(c)(3) non-profit organization, by the **Gretsch Foundation**. Gretsch, who recently celebrated its 125th anniversary as a guitar maker, is based in Savannah, GA, and has a foundation that donates guitars decorated or signed by musicians which are later sold to raise funds for music and arts education programs. More information may be found at [www.gretschguitars.com](http://www.gretschguitars.com).

The proceeds from the sale of the guitar will be used to fund **AthFest AfterSchool**, an educational outreach division of AthFest with a mission to educate young people about music and arts. The program brings musicians and music business leaders into local schools to make presentations to classes and to mentor those who are interested in music careers. In 2008 AthFest auctioned a Gretsch guitar signed by **R.E.M.**, and in 2009 one signed by the members of **Widespread Panic** to help fund the AfterSchool Program.

**AthFest** founder Jared Bailey comments: "The generous donation of these guitars from the Gretsch Foundation has made all the difference in the ability of AthFest to conduct the AfterSchool music education program. We are very thankful that once again Gretsch has stepped up and donated another beautiful guitar. We are also very fortunate to have had the guitar's value enhanced by the autographs of the members of The Drive By Truckers and the artwork of Wes Freed."

**AthFest** is the annual arts and music festival held each June in historic downtown Athens, GA, a town long renowned for its thriving music scene. The mission of AthFest is to educate citizens and visitors about the music and arts scene in Athens, GA. Since 1997, AthFest has showcased the incredible musicians, artists, businesses and residents of the Athens community. In addition to live music, this family-friendly festival also includes a juried artisan market, KIDSfest, film events, and much more. From 2005-2010, **ATHFEST** has been proclaimed a "TOP 20 Event" by the Southeast Tourism Society.

**AthFest 2010 will be held June 24-27, 2010.**

**For more information specific to this auction, please contact Jeff Montgomery at [auction@athfest.com](mailto:auction@athfest.com).**