



FOR IMMEDIATE RELEASE

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Save the Date • April 23 – 24, 2010 • Save the Date

Mesquite's Real. Texas. Festival. Provides Real. Texas. Value. Diverse Music Roster Drives Family-Friendly, Two-Day Event

MESQUITE, TX (March 1, 2010) – In a time when individuals and families are looking for value, **Mesquite's Real. Texas. Festival.**, held at Mesquite's Rodeo Center **April 23 – 24, 2010**, delivers family-friendly entertainment value in spades. Due to the festival's growth, advance ticket sales will now be available this year through **Ticketmaster** (www.ticketmaster.com). Tickets are \$12 in advance; \$15 at the gate, and children 12 and under are admitted FREE. This admission provides our festivalgoers with an incredible "bang for the buck," and for this they receive **free parking**, admission to the **Cowboys & Chrome Car Show** presented by Hooters, our "**Taste of Mesquite**" **Barbecue Cook-off** presented by the Mesquite Convention & Visitors Bureau, AND free admission to the world-famous **Mesquite Championship Rodeo** on Friday or Saturday evening. Add to this a fun-filled carnival and midway that's sure to entertain kids of all ages, our **GO TEXAN Marketplace**, a pavilion loaded with some of the best Texas-grown and produced products, including food and wine, and there's plenty to see and do. Last but not least, add to all that **a diverse and talented music lineup of 14 music acts**, including such big names as Southern rockers **Cross Canadian Ragweed**, country music's **Kevin Fowler** and **Mark McKinney**, Texas Tejano legend and two-time Grammy nominee **Ram Herrera**, and regional acts ranging from Steely Dan tribute band **Naked Lunch** to **Railhead** to **Zack King Band**, and families will be hard-pressed to find a better family entertainment value over the weekend of April 23rd and 24th than Mesquite's Real. Texas. Festival.

What: Mesquite's 4th Annual Real. Texas. Festival.

Where: Mesquite's Rodeo Center, located at 1818 Rodeo Dr., Mesquite, TX 75149

When: **Thursday, April 22nd:** **Pre-event BBQ 101** class, with Troy Black, Championship BBQ chef, founder of Learn2Q.com, and also the representative of *Southern Living* magazine's **BBQ on Tour** nationally. This class will be held **Thursday evening, April 22nd, from 7:00 p.m. – 9:30 p.m.**, at the Mesquite Convention Center. The cost to attend Troy's BBQ 101 is \$60, and interested individuals **MUST register for this class in advance** through Learn2Q.com. For more details, please go to www.realtexasfestival.com or www.learn2q.com.

Friday, April 23rd, 3 p.m. – 11 p.m. Friday's music line-up includes: Sunny Sweeney, Railhead, Zack King Band as well as Stephanie Fix, Naked Lunch and headliner Kevin Fowler. For concert schedule, artists' bios and music samples, go to www.realtexasfestival.com.

Saturday, April 24th, 10 a.m. – 11 p.m. Saturday's music line-up includes The Neckties, ShutDown Town, Chaz Marie Band, as well as Granger Smith, Grupo Vida, 2-time Grammy-nominee Ram Herrera, Mark McKinney and headliner Cross Canadian Ragweed. For concert schedule, artists' bios and music samples, go to www.realtexasfestival.com.

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A special pre-sale offer is available exclusively through the festival website, www.realtexasfestival.com, through Friday, March 19th, for \$9.95. Tickets go on sale to the general public on March 13, and can be purchased through Ticketmaster via the internet at www.ticketmaster.com, or by calling 1-800-745-3000, for \$12 until April 22nd. Tickets will be \$15 at the event gate.

About the Real. Texas. Festival.

The Real. Texas. Festival. runs Friday and Saturday, April 23 and 24, at Mesquite's Rodeo Center (1818 Rodeo Drive). **The Real. Texas. Festival. is a two-day music, food and sporting event centered around the following festival elements:** the **All-Texas Music Jam** – featuring Texas-based/born artists performing live on three stages; the **"Taste of Mesquite" Barbecue Cook-off** presented by the Mesquite Convention & Visitors Bureau, and sanctioned by the Lone Star Barbecue Society; and the world-famous **Mesquite Championship Rodeo**, 2009 nominee for "Rodeo of the Year" by the PRCA (Professional Rodeo Cowboys Association). Additional festival highlights include a **fun-filled carnival and midway**, the **GO TEXAN Marketplace**, sponsored by the Texas Department of Agriculture, a market that offers a variety of hand-crafted and Texas-produced products, and the **Cowboys and Chrome Car Show**, sponsored by Hooters. Free parking and free continuous shuttle service will be provided. For more information, visit our web site at www.realtexasfestival.com.

About GO TEXAN:

GO TEXAN is more than a symbol – it's good advice. Consumers look for this revered brand to ensure freshness and quality. GO TEXAN promotes the products, culture and communities that call Texas home. The Texas Department of Agriculture's GO TEXAN program works to persuade all Texans who shop, dine and travel to choose the state's bounty. Look for the GO TEXAN mark everywhere you go. Visit www.gotexan.org <<http://www.gotexan.org>> to learn more.

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