



FOR IMMEDIATE RELEASE

CONTACT: Kristen Power, RKPR Inc.
775-742-8164 / kristen@rkpr.com

BE A VIP AT THIS YEAR'S RENO-TAHOE BLUES FEST WITH SPECIAL TICKET PACKAGES

RENO, Nev. (Summer 2008)—The Reno-Tahoe Blues Fest is giving blues fans an unforgettable experience during its fourth annual festival with ticket packages that put the stars literally within reach. Celebrating two days of the blues Aug. 16 – 17, 2008, and featuring artists including Gladys Knight, The Whispers, Jonny Lang and seven others, the festival's new Platinum Table and Blues Cabana packages offer a true VIP experience. Attendees can access exclusive seating, dining and beverage options and even backstage passes to meet the artists.

Just 20 feet from the stage, Platinum Table packages are the ultimate front row seats. Each table of eight includes backstage passes for the entire group, photo opportunities with the artists as available, two signed commemorative festival posters and premium parking on-site. Throughout each day Platinum Table guests receive complimentary lunch and four-course dinner, four bottles of wine, complimentary non-alcoholic beverages and cocktail service to the table. Platinum Tables, valued at \$11,500 each day, are just \$4,500 per day or \$8,000 for both days of the festival.

With just two available for purchase, the Blues Cabana packages offer festival attendees a party atmosphere right inside the venue. Offering cabanas and tickets for 20 or 40 people, each package also includes food and beverage tokens, dedicated cocktail service, VIP parking decals and a commemorative signed 2008 Reno-Tahoe Blues Fest poster. Blues Cabana packages are just \$3,000 per day for 20 guests or \$5,000 per day for 40. Two day packages are also available.

In addition to the daily headline performers, the 2008 Reno-Tahoe Blues Fest line-up features Delta-bluesman Bobby Rush, soul and gospel legend Mavis Staples and others including Mel Waiters, Latimore, E.C. Scott, Betty Wright, Ernie Johnson and M.C. Larry La La. Daily tickets include access to all performances and two-day passes are available.

Tickets for the Reno-Tahoe Blues Fest are on sale now, with one-day tickets starting at just \$58 and two-day value tickets from \$106. VIP passes, valid for both days of the Festival, are just \$210 and offer premium seating for the entire event.

For more information, visit the Reno-Tahoe Blues Fest online at www.RenoTahoeBluesFest.com or call 775-857-3378. Tickets are on sale now through Ticketmaster, online at www.Ticketmaster.com, or by phone at 775-787-8497.

The Reno-Tahoe Blues Fest, founded in 2005, was created to bring world-class blues to the Reno-Tahoe region and to celebrate the history, culture and spirit of the blues. Staged annually at Reno's Rancho San Rafael Park, the two-day festival attracts audiences from around the country to hear some of the biggest names in blues including Etta James, Clarence Carter, Buddy Guy, Bobby Rush, Keb Mo, Bobby Blue Band and others. Established as a 501(c)(3) non-profit organization, the Reno-Tahoe Blues Fest supports music education for youth in the Reno-Tahoe area through a scholarship program and ongoing assistance for school music equipment purchases and jazz band programs. Funds for the festival are raised through corporate sponsorships and ticket sales.

###