



Three Day Outdoor Festival in Roanoke Rapids Expected to Boost NC Economy

Rapids Jam to feature Country Music's Biggest Stars

Roanoke Rapids – Carolina Dirt, LLC, the new owners of The Festival Park at Carolina Crossroads announced plans Tuesday for a three day outdoor festival June 16, 17, & 18, 2011 featuring some of country music's top artists.

The event, which will be called "Rapids Jam 2011" is being modeled after other major country music festivals like Country Thunder, Big Valley Jamboree, and Country Stampede.

"Similar festivals throughout the United States have an economic impact ranging from \$1.5 to \$3 million per market. We're building a mini-city here for three days at the outdoor venue so everyone wins from hotels, to gas stations and beyond," said Liz Cunningham, Carolina Dirt LLC, Partner.

Rapids Jam is being described as the summer's best entertainment value with over 20 concerts in three days for as low as \$99 for the weekend.

The entertainment lineup for Rapids Jam 2011 will be announced November 30 with tickets going on sale at 10 a.m. on December 3. The event will feature several new hot new artists and some industry legends.

"We're excited about this new venture in Roanoke Rapids. We've been watching this site for three years and see the potential it has with its location on Interstate 95," Cunningham added.

Carolina Dirt, LLC which is owned by Gil and Liz Cunningham of Nashville, and Jeff Copper of Kansas purchased the property in October and changed the name from the Carolina Crossroads Outdoor Amphitheater to The Festival Park at Carolina Crossroads.

In the coming months, improvements will be made to the existing venue which will include a larger stage, additional infrastructure to accommodate camping, and a larger variety of onsite concessions. Ultimately the site will be suitable for national promoters to bring in a wide variety of top flight shows representing all musical genres.

"Our plans are for Rapids Jam to be an annual signature event in Roanoke Rapids that will have a major economic impact on this region as a whole," said Elizabeth Branham, Rapids Jam President.

Tickets for Rapids Jam 2011 will go on sale December 3 and will be available locally at the Rapids Jam ticket office located at the Roanoke Rapids Theatre and online at www.rapidsjam.com or by phone at 252-536-0275.