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CRAVEN COUNTRY JAMBOREE TO HOST THE WORLD'S GREATEST HOMECOMING PARTY IN 2012

Craven Country Jamboree organizers are at it again - bringing the biggest and brightest stars to the World's Greatest Country Music Festival. Today long-time weekend hosts, Williams and Ree, announced the complete 2012 lineup and it's arguably the best group of talent the popular festival has brought to the Craven valley.

The headliners for 2012 include superstars Brad Paisley, Alan Jackson and Blake Shelton, CMA male vocalist of the year for the second year in a row. Joining the headliners and the hot, young, award winning Band Perry, is the super talented Billy Currington and preeminent Nashville singer/songwriter Phil Vassar. With multiple awards, 10 top ten hits, and a boatload of charm, Currington will put on an unforgettable show. His new album entitled, "Enjoy Yourself", will definitely ring true for his show in Craven. Vassar's country music hits are many and varied. Whether it's one of his own hits like 2004's "In A Real Love" or one he has written for someone else, like Tim McGraw's "My Next Thirty Years," Vassar's set will be filled with one unforgettable song after another.

Continuing to offer entertainment for every country music fan, the Craven Country Jamboree welcomes country music legends Don Williams and Ronnie Milsap, and the very entertaining Steve Holy, Deric Ruttan, The Roys, and One More Girl.

Speaking of Canadian talent, we can't forget the strong contingent organizers have put together for 2012.

"We realize there's a deep pool of Canadian talent and we want to showcase some hot Canadian acts in 2012," said Kim Blevins, director of Marketing. "Our fans also demand some home-grown acts and we're happy to meet that demand."

Leading the charge is the incomparable Terri Clark. A multiple-award winner and multi-million-album seller, Clark is also one of the biggest female names in country music and one of the most influential performers of this generation. She will fill the festival stage with her talent and charm.

Emerson Drive will shake the grandstand seats on Friday with their patented high-energy show. This multi-award winning Canadian staple will get the Friday party engine revving in a performance that should not be missed.

Though a relative newcomer, Dean Brody comes to the Craven Country Jamboree with multiple Canadian top-ten and number-one hits, and a never-say-die attitude that will hit the stage and wow the crowd on Sunday.

The Craven main stage will also feature homegrown talent this year with a performance by Saskatoon's own Bull Rush.

The 2012 party gets started with fan favourites Diamond Rio taking to the stage for the Molson Thursday night kickoff party. Canadian Chad Brownlee will rock the same stage Sunday night for the post-show party.

"We are extremely proud of this lineup. We are offering the best talent for the best price in 2012. Look at the CMA Awards last week - all three headline acts and the Band Perry were nominated for multiple awards. Where else can you see so many award-winning artists? But that's not all. After the flood this spring, and all the improvements made to the site both pre and post show, we're excited to host the World's Greatest Homecoming Party next summer. This site has hosted music events for 28 years and we can guarantee it has never looked better," said Blevins.

Organizers utilized \$1.73 million from the provincial government's Emergency Flood Protection Program, as well as adding \$767,000 from the festival to ensure the sustainability of the site for years to come, creating arguably the finest festival site in North America.

6,000 trucks dumped 83,000 cubic metres of fill to create 4.9 kilometres of dike to surround the entire festival site ensuring future flooding will not be an issue. Incredibly 834 Olympic size swimming pools worth of water was pumped from the site before the show in 2011. After the festival, dedicated staff repaired and expanded the road system, cleared and flattened the campground and over seeded the entire area with over 130 - 50 pound bags of grass seed. Come spring, campers can look forward to beautiful, flat, grassy campsites

Tickets are still available at \$149, but they won't last long. A few reserved campsites are also available. Visit cravencountryjamboree.com to purchase tickets and reserved camping. New this year is a deferred payment plan called EZ Pay. Fans can purchase tickets and pay in monthly installments. It's a great option, especially during the holiday season.

2012 Craven Country Jamboree Schedule

**Thursday Kickoff
Diamond Rio**

**Friday
Blake Shelton (headliner)
Phil Vassar
Williams and Ree
Emerson Drive
One More Girl
The Roys**

**Saturday
Alan Jackson (headliner)
Billy Currington
Williams and Ree
Terri Clark
Don Williams
Deric Ruttan
Bull Rush**

**Sunday
Brad Paisley (headliner)
The Band Perry
Dean Brody
Ronnie Milsap
Steve Holy
CKRM Big Talent Winners**

**Sunday Post Show Party
Chad Brownlee**

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