



For Immediate Release:

NESTE EVENT MARKETING ROCKS THE MOONDANCE JAM LINEUP

Nashville, Tennessee- November 16, 2011- Veteran entertainment buyers at **Neste Event Marketing** are announcing their partnership with the **Moondance Jam** in Walker, Minnesota. Neste Event Marketing has confirmed **Kid Rock** as the headliner for the 21st annual Classic Rock Festival, which will take place July 19-21, 2012. This is the first of many announcements for the festival lineup.

With six platinum-selling albums under his belt, including his 2010 release, "Born Free," Kid Rock is no stranger to rock and roll, as he has had many notable collaborations with undisputed members of Rock Royalty, including: **Lynyrd Skynyrd, Bob Seger, and Chad Smith** of the **Red Hot Chili Peppers**.

The Moondance Jam is one of the leading Classic Rock Festivals in the United States. Now in its twenty-first year, the festival provides the most dedicated fans three days of music, camping, and celebration of all things rock and roll. The festival will also host a number of acts between headline entertainment on the Main Stage, up-and-coming performers on the Saloon Stage, and the Backstage Bar will keep the party rolling into the night. Past performers for the event include: **Kiss, Journey, Judas Priest, Stone Temple Pilots, 3 Doors Down, Alice Cooper, Poison, Def Leppard; Crosby, Stills & Nash; REO Speedwagon, Sheryl Crow,** and more.

Festival President, **Kathy Bieloh** reached out to **Gil Cunningham** of Neste Event Marketing to shake up the festival lineup in its 21st year. Having an established event of such great proportions, she needed the job to be done by a buyer with an industry reputation that is just as impressive as the festival's. As two-time winner of the "Talent Buyer of the Year" Award from the **International Entertainment Buyers' Association (IEBA)** and Past President of the organization, Gil Cunningham and the executive team of Neste Event Marketing fit the bill for the festival's needs. The Neste team has been hard at work to make sure the 2012 Moondance Jam will be the biggest year for the festival yet.

If you'd like more information about the Moondance Jam, or press inquiries:

Neste Event Marketing

615.370.6015

info@nem-ent.com

Moondance Jam

877.666.6526

bri@moondancejam.com

###