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**FOR IMMEDIATE RELEASE**

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**2010 MMMF – LINEUP ANNOUNCED, NEW LOCATION, ADDITIONAL DATE**

*Robert Randolph, Grace Potter among acts; single and three-day passes on sale now!*

PHOENIX, Ariz. – The seventh annual McDowell Mountain Music Festival (MMMF) has secured the lineup, along with a venue change and additional day (Sunday, April 25<sup>th</sup>) for 2010. Presented by The Compound Grill, The MMMF will be held April 23-25<sup>th</sup> in the 101 Scottsdale Shopping Center, located at the northeast corner of 68<sup>th</sup> Street and Mayo Boulevard for weekend filled with PEACE, LOVE & MUSIC!

**Friday performances include: John Brown’s Body** (an eight-person reggae group), **Toubab Krewe** (African music meets North Carolina’s ‘Dirty South’ influences), and **Ruthie Foster** (powerful blues/jazz vocalist with a Gospel background). New this year, an after-hours ticketed show featuring **Assembly of Dust** (11 PM to 2 AM inside The Compound Grill).

**Saturday performances include Robert Randolph and the Family Band** (New Jersey native, steel-pedal guru), **Super Chikan** (American Blues musician), Ryan Shaw (young Motown singer from Georgia), as well as three local bands from Phoenix. The after-hours ticketed show for Saturday includes **Steve Kimock Crazy Engine** from 11 PM to 2 AM inside the Compound Grill.

**Sunday performances include Grace Potter and the Nocturnals** (three-time MMMF performer; classic rock band features new bassist Catherine Popper and rhythm guitarist Benny Yurco), **Trombone Shorty Orleans Ave.** (jazz/funk/rock musician) as well as two local Phoenix bands for Sunday.

The MMMF’s mission is to give 100% of the profit back to charity. That mission combined with the current economic situation, as well as a reduction in sponsor contributions has prompted a venue change from WestWorld in Scottsdale to the Compound Grill, located at 68<sup>th</sup> Street & Mayo Blvd. in North Phoenix.

“The proceeds of the Festival always support family-based charities. We loved WestWorld and everything it provided our fans. The new site better supports the mission of charity,” said John Largay, Festival founder, adding, “We have always been the source of the most eclectic and diverse music showcase to the Phoenix market, this year will be no different.”

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Similar to past years, the Festival will remain outdoors, but will no longer offer the camping option. Partnerships are currently underway for local resort accommodations at a reduced rate to festival-goers. The MMMF will continue to offer the Acoustic Stage, Drum Circle, Silent Auction and Raffle, as well as the Kid's Area.

Tickets for the seventh annual McDowell Mountain Music Festival are on sale now via Ticketforce ([www.ticketforce.com](http://www.ticketforce.com)). Advanced ticket prices range from \$35 for general admission to \$100 for three-day passes. The "After-Hours" shows for both Friday (Assembly of Dust) and Saturday (Steve Kimock Crazy Engine) require separate tickets for \$25. Young adult (ages 11-17) pricing is also available at \$20 per day (\$50 for a three-day pass). Children age ten and under are free with adult purchase.

One hundred percent of the proceeds benefit local children's charities. Beneficiaries for 2010 are **Phoenix Day** and the newly selected **Ear Candy Charity**.

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**ABOUT The McDowell Mountain Music Festival [mmmf.net](http://mmmf.net)**

*Established in 2001, The McDowell Mountain Music Festival is a non-profit 501 (c)(3) organization established by Wespac Construction, inc. which is focused on benefiting local family-based charities in the greater Phoenix area while bringing diverse music to the local community. The festival will be held April 24<sup>th</sup> and 25<sup>th</sup>, 2009 at WestWorld in Scottsdale, AZ. [www.mmmf.net](http://www.mmmf.net) & [www.wespacconstruction.com](http://www.wespacconstruction.com)*

**ABOUT Ear Candy Charity - [earcandycharity.org](http://earcandycharity.org)**

*Ear Candy is a Phoenix-based non-profit organization dedicated to providing children access to music education. Arizona is currently dead last in per person educational funding and arts programs are the first to be cut. We fulfill our mission by supporting in school programs through instrument donations, creating after-school programs with community partners like Boys & Girls Clubs, and providing Beyond the Classroom experience to give a holistic view of music education. Ear Candy is projected to influence over 10,000 youth in Arizona for 2010!*

**ABOUT Phoenix Day Child & Family Learning Center - [phoenixday.org](http://phoenixday.org)**

*Phoenix Day lends hand to over 3,500 families annually throughout South Central Phoenix for nearly 100 years. They assist with early education, childcare, and health services. Founded in 1915, Phoenix Day began offering childcare for World War I wives entering the workforce. Today, Phoenix Day is one of Arizona's most innovative and progressive child learning centers. Offering subsidized childcare and early education programs as well as free health screenings, Phoenix Day helps families meet the challenges of daily life.*