



**Contact:** Molly Sudderth  
(615)259-4703

**FOR IMMEDIATE RELEASE**

June 29, 2010

## **MEDIA ADVISORY**

### **July 4<sup>th</sup> Weekend Spectacular Set for Riverfront Park**

**WHAT: Music City's July 4 Weekend Spectacular at Riverfront Park**

\* Free concert by country artist Chuck Wicks, \$8 excursion cruises on the General Jackson and more on Friday, July 2 in honor of the showboat's 25<sup>th</sup> anniversary. On Saturday, July 3, country artist Julianne Hough will perform a special, free concert in honor of first responders. Both concerts will begin at 8 p.m. at Riverfront Park.

\* The official "Let Freedom Sing!" **July 4<sup>th</sup> Spectacular** concert will begin at 7 p.m. and will feature Trace Adkins, Julianne Hough, Jaci Velasquez and the Nashville Symphony Orchestra. The national anthem will be performed by the Former American Idol contestant and CBS "Early Show" contributor Ayla Brown, and there will be a special performance by Nashville actor Barry Scott during the show. Fireworks will begin at approximately 9:30 p.m. CDT.

\* Family Fun Zone begins downtown at noon on July 4 with festivities for all ages, and live music will take place on the riverfront from 1:30 – 6 p.m. Musical acts include Jordyn Shellhart, Calico Trail, Damien Horne and Jessie James.

\*There will be several new additions to this year's July 4 event, including a musical petting zoo, presented by First Act, where guests can touch and try out different music instruments. There will also be three new beer gardens located downtown at LP Field, Public Square Park and Riverfront Park sponsored by Miller Lite and Coors Light.

**WHERE:** Riverfront Park

(more)

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**WHEN:** Friday, July 2 - Sunday, July 4, 2010  
Friday – 8 p.m.  
Saturday – Activities begin at noon, concert begins at 8 p.m.  
Sunday – activities begin at noon, official concert at 7 p.m.

**NOTES:** Please contact Molly Sudderth at the Nashville Convention & Visitors Bureau for media credentials. Any interviews, live shots or photos near the secure fireworks zone located at LP Field must be cleared by the Nashville Convention & Visitors Bureau.

Media truck parking will be available along 1<sup>st</sup> Ave. between Demonbreun and Broadway.

Concert headliner Trace Adkins will be available for brief sound bites on Thursday, July 1 from 6:30 - 7 p.m. at Riverfront Park just prior to his rehearsal. To request an interview, you must contact Schatzi Hageman at Hot Schatz PR in advance - (615)782-0078 or [info@hotschatzpr.com](mailto:info@hotschatzpr.com) .

**STREET CLOSURES:**

**Monday, June 28**

8 a.m. Titan Way from Russell to Victory Lane  
Victory Lane from Titan Way to South 1<sup>st</sup> St.

**Friday, July 2**

6 a.m. ACME Alley  
West lane of 1<sup>st</sup> Ave. from Broadway to Church St.  
North lane Cut-Out on Broadway from 1<sup>st</sup> Ave. to 2<sup>nd</sup> Ave.

8:15 a.m. Riverfront Park Arrival Court

**Saturday, July 3**

6 a.m. 1<sup>st</sup> Ave. from Demonbreun St. to Church St.  
Broadway from 1<sup>st</sup> Ave. to 2<sup>nd</sup> Ave.

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**Sunday, July 4**

6 a.m. Broadway from 2<sup>nd</sup> Ave. to 3<sup>rd</sup> Ave.  
2<sup>nd</sup> Ave. from Demonbreun St. to Church St.  
1<sup>st</sup> Ave. from Church St. to Union St.  
Commerce St. from 2<sup>nd</sup> Ave. to 3<sup>rd</sup> Ave.  
Bank St. from 1<sup>st</sup> Ave. to 2<sup>nd</sup> Ave.  
Church St. from 1<sup>st</sup> Ave. to 2<sup>nd</sup> Ave.  
Gay St. Connector from 1<sup>st</sup> Ave. to 1<sup>st</sup> Ave.

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- 8 a.m. Victory Lane from Titan Way to South Second St.  
South First St. from Victory Lane to South Second St. (1<sup>st</sup> becomes Davidson)
- 8 p.m. Woodland Street Bridge  
Union St. from 2<sup>nd</sup> Ave. to Woodland St. Bridge  
Gateway Bridge

**\*All roads to re-open no later than 5 a.m. on Monday, July 5.**

### **PARKING INFO:**

Suggested Public Parking Areas include:

- LP Field Lots E & F
- Metro Courthouse/Public Square Garage (underground parking with access from James Robertson Pkwy.)
- For additional parking options, visit: [www.parkitdowntown.com](http://www.parkitdowntown.com)

### **EVENT RULES:**

- No illegal drugs, fireworks or outside alcoholic beverages permitted inside the park.
- No family-size coolers, no glass bottles.
- No tall lawn/camping chairs permitted. (Small seat cushions and ground chairs are allowed.)
- No audio recorders, video or professional cameras permitted.
- Umbrellas will be permitted as space allows, unless they obstruct the view of other patrons.
- All food and drinks brought must be in a clear, see-through containers.
- To insure safety of all July 4<sup>th</sup> spectators, beginning 30 minutes prior to the fireworks show, personal watercraft will not be allowed in-between the Shelby and Woodland Street bridges.

### **ON-SITE**

#### **CONTACTS:**

Molly Sudderth – (615) 390-3917  
Heather Middleton – (615) 405-7708

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