



## **THE REVAMPED ROCKLAHOMA FESTIVAL ANNOUNCED FOR MEMORIAL DAY WEEKEND!**

### **ZZ TOP, GODSMACK, BUCKCHERRY, AND TESLA HIGHLIGHT THE 2010 EVENT!**

**Pryor, OK** – Today, festival organizers announced the much anticipated return of ROCKLAHOMA, set for Memorial Day Weekend, May 28, 29, 30, 2010 in Pryor, OK. The new, captivating line-up for ROCKLAHOMA highlights some of the biggest rock bands in the United States from the '80s, '90s & today!

Established in 2007 as a Classic Rock destination festival, ROCKLAHOMA organizers focused on revamping the 2010 event to encompass a much broader mix of classic, current and up-and-coming rock artists. Mission Accomplished!

The ROCKLAHOMA 2010 line-up includes: ZZ Top, Godsmack, Tesla, Buckcherry, Cinderella, Chevelle, Stone Sour, Theory of a Deadman, Saliva, Saving Abel, Adelitas Way, Janus, Aranda, Burn Halo, Richy Nix, Shaman's Harvest, Taddy Porter, Like A Storm, Taking Dawn, New Medicine, Year Long Disaster, Brookroyal, Within Reason, Wildstreet, Firstryke, Krank, The Glitter Boys and more very special guests to be announced!

ZZ Top's Billy F Gibbons commented, "As life-long residents of 'Baja, Oklahoma,' Dusty, Frank and I are looking forward to making the northward trek to Pryor in May. The idea of sharing the stage with so many great, cutting-edge bands out there today is most appealing. It's like rock 'n' roll summer camp; does that make us campers or counselors?"

"The new vision for ROCKLAHOMA is to draw a much wider rock audience by exploring more sides of the genre," commented Joe Litvag, Senior Vice-President of AEG Live and Executive Consultant to the ROCKLAHOMA organizers. "This is such an amazing location for a multi-day camping festival, and I'm proud of the fact that we've been able to bring together some true icons of rock to perform alongside many of the hottest new and established rock acts in the country! It is definitely going to be a holiday weekend to remember," Litvag concluded.

Three-day passes start at only \$95 and will go on-sale on Saturday, February 27th at 10am CST, exclusively at [www.rocklahoma.com](http://www.rocklahoma.com). Camping add-ons, VIP packages, and seat upgrades will also be offered at the time of purchase. For a full list of amenities, including VIP camping spots, reserved concert seating, and unlimited, all-inclusive food and drink, please visit [www.rocklahoma.com](http://www.rocklahoma.com).

Festival president Mark Nuessle explains the value and experience that Rocklahoma offers by adding, “It has always been a top priority for Rocklahoma to be an affordable experience for all. Where else can the ultimate rock fan see this many artists for under \$100? And for our VIP’s to be able to eat and drink for free, at their leisure, as part of the inclusive VIP experience? These are the elements that really make Rocklahoma a one-of-a-kind rock experience!”

ROCKLAHOMA is located just 45 minutes northeast of Tulsa, in Pryor, OK. The “Catch the Fever” Festival Grounds is a premiere destination for a multi-day festival, and includes on-site camping with access to restrooms and shower house, a general store for campers, VIP reserved seating, hospitality areas & much more.

For additional information, please visit [www.rocklahoma.com](http://www.rocklahoma.com).

For press inquires, please email [RocklahomaPR@feverfest.com](mailto:RocklahomaPR@feverfest.com).

**ROCKLAHOMA – Life, Liberty & the Pursuit of Rock!**