



PRESS RELEASE

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RIVERROCK FESTIVAL TO ROCK GREENVILLE

Local bands, businesses and charity unite

GREENVILLE (July 9, 2006) – The Axis of Stevil, a local Creative Consultation firm, is organizing the first annual Greenville RiverRock Festival on September 9th, 2006 at the Greenville Toyota Amphitheater on First Street. The free 10-hour festival will kick off at 11:00AM and run until 9:00PM with entertainment from 8 local bands and an array of booths promoting local businesses. Being an alcohol-free event, the goal of this festival is to attract families and people of all ages to discover what Greenville has to offer. All proceeds from merchandise and sponsorship benefit The Magnolia Arts Center, Greenville's only comprehensive Arts Organization.

Much of Greenville's talents are found in the wealth of the musically inclined and emotionally invested artists in the area. With genres comprising of rock, reggae, blue grass, folk rock, jazz and hip-hop, the festival is sure to interest the majority of Greenville. Bands not performing in the festival are invited to show support in a group capacity by setting up a display at the festival. Bands are required to fill out a form on the website and provide their own table and chairs.

Because the event is free to the public, The Greenville RiverRock Festival is raising funds by offering certain tiers of donations, which reserves a booth and offers promotions or sponsorship based on level of involvement. The Festival hopes that its peers, local businesses and organizations will lend a hand in producing this free, live festival to support local music and the surrounding community. For interested businesses, please visit the website to fill out a form.

For more information, please visit www.riverrockfest.com and email Katlyn Wyllie at kwyllie@riverrockfest.com.

