



Contact: Chris McCune
Events Manager
Lynch's Landing
434-221-7952
chris@downtownlynchburg.com

FOR IMMEDIATE RELEASE
April 30, 2009
www.FridayCheers.org
www.LynchburgStar.com
www.DowntownLynchburg.com

***Lynch's Landing* announces the Friday Cheers™ 2009 Schedule, advance ticket presale, and the Lynchburg Star competition**

Lynchburg VA, April 30, 2009 – Is it Friday Yet? That is the question on everyone's mind and on May 22nd the answer will be loud and clear! Friday Cheers™ will become an even bigger celebration than ever before, creating THE party destination right here in your backyard, when The Worx kick off Friday Cheers™ 2009 on May 22, 2009. Just like each night of Cheers the gates will open at 5:30pm with the nights entertainment taking the stage from 6pm to 9pm. Admission is only \$5 per person and as always the age limit is 21 years of age and up, unless you are accompanied by a legal guardian.

This year we are proud to have Bud Light as our presenting sponsor and we are happy to announce the addition of more food vendors. We wanted to create a "staycation" where people are able to hang out with a few thousand friends and have dinner while they enjoy the amazing music we have lined up for our 17th season.

Exciting changes for Friday Cheers™ are also on tap, pun intended, for this season. Join us on Facebook, MySpace, and/or Twitter for up to the minute updates on what is going on and to make sure the weather is being nice to us. After each Cheers, you can then check back for photos and video from the night. If you are stuck at home and have to miss a night of Cheers, no worries, just log in to our website and watch our webcam that will broadcast from the event!

The entertainment for this year is huge for Lynchburg. We are thrilled to have amazing local/regional bands that will be playing (The House Band, Six Chasing Seven, The Worx, and Burning Bridges), as well as bands that have never played Cheers before (The Breakfast Club, Lloyd Dobler Effect, McKenzies Mill, Abbey Road, and Marna & Macy). Also this year after many requests, we will have The Carolina Beach Association's 2008 Album of the Year winner, The Holiday Band bringing their classic beach sounds and party moves to Main Street!

The party doesn't stop there though! In an effort to give Lynchburg star power concerts, StarCountry is bringing some amazing artists to Friday Cheers™! Recording artist Randy Houser will be performing his hit song "Anything Goes" as well as songs from his album by the same name on May 29th.

On August 7th, CMT Music's first artist, the Carter Twins, will take the stage singing their debut song "Heart Like Memphis" as well as other songs from their debut album which is being released in August. They are being called the Jonas Brothers of country music...only better. Opening the show for the Carter Twins is Dan Evans. Dan was a contestant on the NBC show Biggest Loser in 2008 and is now turning out country hits like his debut song "Goin' All Out". For the final night of Cheers, August 14, the incredible husband & wife duo Joey & Rory will bring their classic sound to our stage. Joey & Rory competed on CMT's talent show, *Can You Duet?* which yielded a recording contract with their first song "Cheater Cheater" catapulting them into stardom. They were nominees this year at the Academy of Country Music Awards and are the spokespersons that can be seen and heard on the Overstock.com commercials.

Tickets for the nights of the national recording artist are remaining at only \$5 per person, which is unheard of for a concert of this caliber. Due to the large turnouts expected for these three nights, Lynch's Landing is announcing a ticket presale. Tickets for May 29, August 7, and August 14 will go on sale Monday May 4 at 9am. Tickets can be purchased at 1023 Commerce Street in downtown using cash only. Tickets may also be purchased via our website, www.FridayCheers.org.

To make Friday Cheers™ an even bigger party, we are introducing a talent show like no other! Lynchburg Star!

The competition will take place in downtown Lynchburg as a part of Friday Cheers™, May 22, 2009 through August 14, 2009. Participants will be allowed to sing 30 seconds of a song *a cappella* before a panel of judges. These judges will select one finalist each night. The last night of Friday Cheers™, August 14, 2009, the 11 finalists will be the opening act for country music recording artists Joey & Rory, and one finalist will be crowned the first Lynchburg Star.

The competition is open to everyone in the area ages 12 and up. The prizes will be awarded to the winner of the Lynchburg Star contest only. The winner will receive: \$50 gift certificate for Lynchburg Music Company, provided by Lynchburg Music Company; a professional photo shoot yielding professional head shots by Simple Reflections, provided by Simple Reflections; handwritten & signed lyrics and a photo by Phil Vassar, provided by Phil Vassar; a feature story in an upcoming issue of Lynchburg Living magazine; and 20 hours of recording studio time (recording, editing, & mixing) yielding a demo CD by Audio Innovations provided by Audio Innovations.

Lynch's Landing is thrilled to be bringing the community this event where people can realize their dreams of singing on stage. Lynchburg Star information, registration forms, as well as the official rules and agreement may be downloaded at www.LynchburgStar.com or picked up at the Lynch's Landing office at 1023 Commerce Street, Lynchburg. Participants must pre-register to sing. Registration begins Wednesday April 29th at 9am at the Lynch's Landing office.

About Lynch's Landing

Lynch's Landing is Lynchburg's leader for downtown revitalization. Lynch's Landing is a non-profit volunteer and membership organization dedicated to the development and revitalization of downtown Lynchburg. Our mission is to identify opportunities and develop resources that position downtown and the riverfront as a vital economic, cultural, recreational and historic center to our community.

Friday Cheers™ Sponsors



Lynchburg Star Sponsors

