



500 W. Las Colinas Blvd.

Irving, TX 75039

Phone 972-252-7476

800-247-8464

Fax 972-401-7729

www.irvingtexas.com

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Contact: Diana Pfaff

(972) 401-7722 or (214) 236-8885 (cell)

dpfaff@irvingtexas.com

Melissa Cannon

(972) 401-7723

mcannon@irvingtexas.com

Thomas Kreason, *Texas Music Expo*

(972) 865-9579

texasmusicexpo@gmail.com

**TEXAS MUSIC EXPO DEBUTS THIS WEEKEND AT
THE IRVING CONVENTION CENTER AT LAS COLINAS**

Irving welcomes the marketplace for celebrating and promoting the culture and artists of Texas music

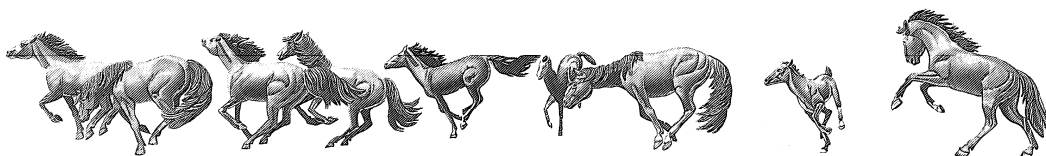
IRVING, Texas (Oct. 8, 2012) – The [Texas Music Expo](#) debuts in Irving this **Friday, Oct. 12**, and runs through **Sunday, Oct. 14**, at the [Irving Convention Center at Las Colinas](#) (ICCLC).

Designed as a multi-faceted music event and marketplace, the Texas Music Expo is more than just a trade show, creating an opportunity for Texas music enthusiasts to buy, sell, and trade music collectibles.

A full slate of events on Saturday and Sunday features live music from more than 10 Texas music artists; a new and vintage guitar show; collectible record and CD Show; music memorabilia and vintage music poster show; and a free appraisal fair hosted by Heritage Auctions.

Event hours are from **4 – 8 p.m. on Friday, 10 a.m. – 6 p.m. on Saturday** and **10 a.m. – 5 p.m. on Sunday**. The first 100 paying guests in the door on Saturday and Sunday receive a free 18 x 24 inch, Stevie Ray Vaughan “The Early Days” promotional poster.

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Admission tickets are \$14 each for one-day tickets and \$24 each for three-day passes. Visit the Texas Musicians Museum (TMM) website at texasmusiciansmuseum.com for special half-price deals on three-day passes.

Online advance purchase option ends at midnight on **Thursday, Oct. 11**. Attendees may purchase one-day tickets and three-day passes on-site during event hours. Spend less money and attend the expo all weekend with a special 50 percent off coupon offered for three-day admission passes. Coupons are limited in number and may be picked up at the ICCLC box office. Children ages 12 and under are admitted free with an accompanying adult. Event parking fee is \$5 per car.

Visit texasmusicexpo.com for live music line-up and more details. Connect with the Irving Convention and Visitors Bureau (ICVB) on [Facebook](https://www.facebook.com/irvingtexas) for a chance to win three-day passes to the expo. ICVB Facebook giveaways will run **Tuesday, Oct. 9 – Friday, Oct. 12**.

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About Texas Musicians Museum and Expo

The TMM celebrates the rich heritage of Texas music and offers a large, comprehensive public display of its history. Displays of real, Texas music memorabilia fill the museum – including awards, actual musician stage outfits, instruments from many of Texas' greatest music legends and more. Find TMM merchandise, plus valuable Texas Music collector's items such as original recordings, posters, awards, authentic autographs and vintage guitars, available for purchase at the TMM visitors shop.

About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of six Fortune 500 companies. For more information, visit irvingtexas.com

