



FOR IMMEDIATE RELEASE

Contact: Susan Caldwell

susan@visitaccess.com

P. 540.204.4033

Harvester Performance Center Announces Inaugural Schedule

Tickets on Sale Feb. 10 / Opening Night is Apr. 11

Acts for the entire year can be found on the Center's web page at www.harvester-music.com

Rocky Mount, Va. (Feb. 10, 2014)—There's a new venue coming to town where music lovers of all ages and genres can enjoy a show in a newly renovated, yet historic setting—the Harvester Performance Center. The 475-seat Harvester benefits from its central location in Rocky Mount, Va.—a town that is the Eastern Gateway to the [Crooked Road: Virginia's Heritage Music Trail](#).

"We've lined up music from a lot of different genres—county, rock, even beach music," said Gary Jackson, General Manager of the Harvester. "The acoustics and the intimacy of the venue will make this an attractive destination for even major performers and a great place to enjoy a show. Every spot in the house offers a great view of the stage."

"In community after community we have seen how the power of the arts remakes a local economy," said Assistant Rocky Mount Town Manager Matt Hankins. "When fully realized, Harvester will draw people from around the region who will enjoy world-class performances in our wonderful town. It will make downtown Rocky Mount more attractive for restaurateurs, retailers, and for the hospitality industry to locate their businesses."



Assistant Town Manager, Matt Hankins

Opening night is Apr. 11, featuring Levi Lowrey vs. Clay Cook in a one night musical match up. Highlights of the upcoming Harvester schedule include:

April:

4/24 Indigo Girls
4/26 Carolina Chocolate Drops
4/29 Rodney Crowell

May:

5/8 "Whispering Bill Anderson" Country Music Hall of Fame
5/13 Spirit Family Reunion
5/22 Ty Herndon
5/31 The Black Lillies

June:

6/5 The Embers (Beach Music)
6/7 David Wilcox
6/14 Eddie From Ohio
6/18 The Bow Benders (Music of the Crooked Road)

July:

7/11 Suzy Bogguss
7/18 Lonesome River Band

August:

8/6 The Mavericks
8/15 Desert Rose Band



Jackson added, “We appreciate all of the support from the town of Rocky Mount and we’ll be so happy to open the doors of this historic facility and let everyone enjoy its acoustics and space—perfect for any show.”

Set in the rolling hills of the western Blue Ridge Mountains, Harvester Performance Center was once Rocky Mount’s local tractor dealership and hardware store. The goal of the venue transcends simply providing a stage—the overall vision is to create an economic engine that contributes to the revitalization of Rocky Mount’s downtown. The \$2.7 million facility is projected to host about 175 performances annually. It has been restored using \$1 million in historic tax credits and a \$500,000 grant from the VA Tobacco Indemnification Commission and through \$1.2 million in town contributions.



(Renderings courtesy of Hill Studio)

Seating for all shows will be general admission. Ticket prices will vary depending on the artist to artist and can be purchased via the Harvester’s [web site](#).

The notable [Claiborne House](#) bed and breakfast is in close proximity to Harvester. Comments on The Claiborne House’s social media pages—including [Trip Advisor](#)—mention looking forward to the opening of the new venue. Shellie Leete, The Claiborne House’s Owner and Innkeeper, said, “We are super excited for our guests to be able to kick back on The Claiborne House B&B porch and then wander down to The Harvester for live music right here in Rocky Mount!”

The Harvest Performance Center is an easy 30-minute drive from Roanoke, Va. and approximately 1.5 hours from Greensboro, N.C. It is only 20 miles from scenic Smith Mountain Lake. Harvester Performance Center is located at 450 Franklin Street in Rocky Mount. ‘Like’ the [Harvester Performance Center’s](#) page on Facebook for news and updates and follow it on Twitter @[The HarvesterRM](#).

###

Note: For high resolution images of renderings of the Harvester Performance Center, please contact Susan@visitaccess.com or call (540)204.4033.