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Americana in Mississippi Music Tour Kicks Off March 1

JACKSON, MISS. – February 16, 2016 – Mississippi is home to blues and is the heart of the Americana Music Triangle. Gospel, country, jazz, bluegrass and rock 'n' roll have deep-running roots here. The sound is still alive and well.

In spring 2016, Mississippi is celebrating Americana music in a totally new way. With itineraries spanning the state, the Americana in Mississippi Music Tour boasts headliner Rambling Steve Gardner and The Jericho Roadshow performing in 16 communities. Each location will supplement the show with a performance by a local band or musician, allowing for a true taste of each city's musical flavor. The Americana in Mississippi Music Tour kicks off March 1 with a performance at Jackson's Duling Hall, and ends April 28 in Tupelo.

"There is no better way to experience real Americana music than the Americana in Mississippi Music Tour," said Governor Phil Bryant. "It all started here, in the birthplace, and we want people to know that you can still experience the real deal – whether it's at a festival, an authentic juke joint or a music tour like this one. Music is part of Mississippi's DNA, and we want to share that with the world."

The tour's official web page, www.visitmississippi.org/americana, showcases a short promotional film, tour schedule and locations, video interviews with Mississippi artists, itineraries for each community on the tour, and more.

"This is a great opportunity for visitors who are interested in music to come and experience it for themselves," said Interim Director of Visit Mississippi Daron Wilson. "It shows the great relationship between our state tourism department and our individual Convention and Visitor Bureaus, and it's the perfect chance to see some of the state's high points. We are so appreciative of our tourism partners, the Mississippi Tourism Association and the proprietors of the venues featuring the tour. We've come together to showcase the best of the best when it comes to Americana music."

To learn more about the Americana in Mississippi Music Tour, see www.visitmississippi.org/americana. For more information on music in Mississippi, see www.visitmississippi.org.

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