



## PRESS RELEASE

For Immediate Release

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### TALL CITY BLUES FEST ACCOUNCES 2017 DATES & VENUE

**Midland, Texas** – October 18, 2016, Tall City Blues Fest announced that its 2017 Fest will take place again in downtown Midland on July 14-15, 2017 and will be presented by **Downtown Midland Management District**.

“With the construction of a new Midland Center and the redesign of Centennial Plaza on the horizon, it was time for us to consider alternate plans for where we could hold the Fest. It is very important to us to continue to be downtown and to preserve the vibe that makes Tall City Blues Fest unique, which is being immediately adjacent to a hotel.

“The downtown Doubletree is part of the DNA of Tall City Blues Fest because it affords us the opportunity to host concerts and showcases inside, which is important during the summer, particularly in July. It also gives our patrons the option for a “stay-cation” kind of appeal to indulge in a summer weekend of the blues and not worry with getting to and from different locations”, said Lisa Grissom, Producer and Co-Creator of Tall City Blues Fest.

**Downtown Midland Management District** will be top billed sponsor for the 2017 Fest and spokespeople for the District had this to say: “When the organizers of Tall City Blues Fest came to us with the opportunity to be the presenting sponsor of the Fest, it was a great match because we are exclusively focused on downtown and the Fest has shown a strong commitment to downtown by working around all the revitalization efforts that have displaced them from their normal venue.”

### ABOUT TALL CITY BLUES FEST

Tall City Blues Fest is THE downtown event of the summer and, quite frankly, the best blues fest in Texas. Besides their award-winning performer line-up, they also host educational workshops in partnership with Midland College, a juried silent art auction in partnership with UTPB My Falcon Radio, a midnight spectator jam and a Sunday Gospel Brunch, presented by Macedonia Baptist Church.

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#### **ABOUT DOWNTOWN MIDLAND MANAGEMENT DISTRICT**

The Downtown Midland Management District was created to support projects that promote, preserve, maintain and enhance economic health and vitality in downtown Midland. This mission includes recreation, the arts, entertainment, transportation, tourism and safety.

#### **ABOUT VISITMIDLAND**

The mission of VisitMidland is to encourage economic growth by developing, promoting, and enhancing and supporting Midland as a vibrant visitor destination. The above information has been provided by Tall City Blues Fest and distributed by VisitMidland. This event is projected to bring in \$781,000 in direct visitor spending to the Midland economy.

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