

TALL CITY BLUES FEST



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For Immediate Release

Tall City Blues Fest, in Partnership with Midland College, Announces Educational Workshops

Today, **Tall City Blues Fest** announces its schedule of workshops that will be offered during the weekend of the Festival, in partnership with Midland College. The festival takes place the last weekend in July (July 29-31) in downtown Midland's Centennial Park.

Workshops will be held on Saturday, July 30th, as part of the Festival's weekend activities. All workshops will be held on the Festival grounds, in the lower level of the Midland Center.

The schedule of workshops is as follows:

Blues Guitar 101: I IV V (12:30PM-1:30 PM)

Blues Guitar 202: Deconstructing SRV Licks (2PM-3PM)

How to Jam the Blues-Acoustic Instruments (11AM-12:30PM)

Acoustic Blues Guitar Essentials (1:30PM-3PM)

Presented by Texas Guitar Company (Katy, TX).

Registrants will receive complimentary guitar picks and slides.

Contemporary Blues Songwriting: Developing Originality in Traditional Form (10AM-11AM)

Harmonica 101: Outside the Box (11AM-12PM)

Presented by Hohner, Inc. (Richmond, VA).

Registrants will receive complimentary starter harmonicas.

Harmonica for Kids (12PM-12:30PM)

Presented by Hohner, Inc. (Richmond, VA).

Registrants will receive complimentary starter harmonicas.

Garage Band: Your Own Recording Studio

Presented by Best Buy (Midland, TX).

For complete course descriptions, go to www.tallcitybluesfest.com.

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All workshops are \$15, plus a half-price \$20 Weekend Festival Pass. "Since the workshops take place inside the Festival grounds, all workshop registrants will be required to have a Weekend Festival Pass. We've put such a big focus on education for this Festival and we didn't want the cost of the workshop to be cost-prohibitive for anyone, so including a \$20 Weekend Festival Pass, which is half of the normal price, was a way to keep the total cost down to only \$35 and still give someone the Festival experience", said Lisa Grissom, Producer for Tall City Blues Fest 2011. Classes do have limited availability and half-price Festival passes are only available to workshop registrants.

Pre-registration is currently open at www.midland.edu, and can be found on the homepage under the "For the Community" tab.

Midland College Community Programs will receive 100% of the proceeds. "Community programs are the 'fun' classes in the Continuing Education catalog, and partnering with Tall City Blues Fest has opened an offering of *fun* classes that we wouldn't otherwise have been able to offer," said Brenda Cordero, Associate Director of Community Programs Continuing Education at Midland College.

Additionally, **Tall City Blues Fest** is donating \$4 of every \$40 Weekend Festival Pass to Midland College KIDS' College to be earmarked for scholarships. Weekend Festival passes are valid for the entire weekend with come-and-go entrance to the Festival. The Community Blues Jam on Sunday is FREE to anyone in the community.

For more info on Tall City Blues Fest or to purchase advance Weekend Festival Passes, go to www.tallcitybluesfest.com.

ABOUT TALL CITY BLUES FEST

Tall City Blues Fest is a multi-day music festival, taking place in downtown Midland's Centennial Park Plaza beginning Friday, July 29, 2011, and ending Sunday, July 31, 2011. The Festival will host 17 different performers over the course of the weekend. Other activities include a BBQ Cook-Off, a trade show featuring artisan's handmade original art, Music Memorabilia Museum, VIP Packages, indoor acoustic performances, FREE Performing Artist Presentations, Behind the Music Q&A Panel with Musicians, Midnight Troubadours, Authentic Cajun Cooking and a Best Buy Gaming Lounge. Tall City Blues Fest is a family-friendly Festival.

The above information has been provided by The Tall City Blues Fest and distributed by the Midland Convention & Visitors Bureau. This event is projected to bring in an estimated \$513,000 in direct visitor spending to the Midland economy.

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

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