



For Immediate Release

February 25, 2011

TICKETS FOR THE TELLURIDE BLUES & BREWS FESTIVAL ON SALE TUESDAY, MARCH 1ST! *Renowned Festival Marks 18th Year*

FOR IMMEDIATE RELEASE -- Telluride, CO – Tickets for the 2011 Telluride Blues & Brews Festival, which will be held September 16-18, 2011, will go on sale Tuesday, March 1, 2011. Don't miss your chance to buy the limited **Early Bird** and **VIP 3-Day** passes. Last year, the VIP passes sold within minutes and the Early Bird discount tickets sold out shortly after. Expect these tickets to go just as fast this year, if not faster.

The tickets will go on sale at 10 AM (Mountain Time). Avoid busy phone lines and purchase tickets online at www.tellurideblues.com. To purchase tickets by phone call toll-free at (866) 515-6166.

Tickets are also available locally at Telluride Music Company, located at 201 East Colorado Ave. Telluride Music Company only takes cash or local checks and ticket purchases are walk-in only; there are no phone or online ticket sales available through Telluride Music.

The Early Bird 3-Day pass, VIP 3-Day pass, Juke Joint passes, 4-Day Camping pass, and all Campground Vehicle and RV passes will go on sale on March 1. Single day tickets go on sale Friday, July 1, 2011.

The **Early Bird 3-Day pass** is \$145.00* and the **VIP 3-Day pass** is \$375.00*. A **3-Day pass** includes entry to the festival grounds for all three days, entry to the Grand Tasting with 50 microbreweries on Saturday, and a souvenir tasting glass. A **VIP 3-Day pass** includes the benefits of the 3-Day pass, plus entry into the festival's VIP area, located next to the main stage. The VIP area also offers seating, private comfort station, a Wine and Beer Booth, and VIP events throughout the weekend, including a catered reception on Friday, a private beer tasting concurrent with the Grand Tasting on Saturday, and a Bloody Mary/Champagne Reception on Sunday. In addition, the VIP 3-Day pass includes priority entry into the Friday and Saturday Juke Joints.

Juke Joint tickets will also go on sale on March 1 and are sold **per night** at \$25.00*. Juke Joint tickets provide the freedom to bounce from one venue to the next throughout the Town of Telluride and Mountain Village.

Festival camping is available adjacent to the festival grounds for \$40.00* a person. Camping is limited and passes are sold per person, not per site. Camping passes are valid for 4 nights starting Thursday, September 15, 2011.

The **Grand Tasting** takes place on the festival grounds on Saturday, September 17, 2011, from noon-3 pm. Enjoy live music while sampling over 100 beers from over 50 microbreweries from the Southwestern United States and beyond. The festival has it all, from ales to lagers, nut browns to I.P.A.'s and everything in between.

The **2011 line-up will be released late spring/early summer** and single day tickets will go on sale July 1st. With a diverse array of past performers such as B.B. King, Bonnie Raitt, Etta James, Joe Cocker, Lou Reed, John Mayer, The Black Crowes, Al Green, James Brown, The Allman Brothers Band, Buddy Guy, Jonny Lang, Robert Cray, Gov't Mule, North Mississippi Allstars and Karl Denson, the Telluride Blues & Brews Festival combines blues legends and other world class blues acts with an eclectic mix of rock n' roll, southern rock, funk and gospel.

For more information on the 18th Annual Telluride Blues & Brews Festival visit www.tellurideblues.com.

One of the most scenic music festivals in the country, the Telluride Blues & Brews Festival takes place in Telluride, CO, a world-famous resort town in the heart of the Rocky Mountains. The festival is a three-day celebration of music and microbrews, held in Telluride Town Park, an outdoor music venue with breathtaking mountains for a backdrop. Just steps from Downtown Telluride, experience live blues, rock, gospel and soul performances, the best microbrews in Colorado, a wide variety of food and craft vendors, children's activities, and more – all on festival grounds. At night, follow the festival as it flows into the town of Telluride, with late night juke joints and after-hours jams.

* All ticket prices subject to \$2.50 per day Town of Telluride Fee and/or ticket handling fee.

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