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# NEWS RELEASE

## SECOND WAVE OF BIG SPRING JAM XVII ACTS ANNOUNCED

**July 9, 2009** –The Tennessee Valley’s best value in music entertainment continues to expand its super-star line up of performers as the second wave of acts are announced for Big Spring Jam XVII. The region’s premiere music festival celebrates its 17<sup>th</sup> anniversary as it returns this September 25<sup>th</sup> – 27<sup>th</sup> to Big Spring International Park in downtown Huntsville.

“Heart of Rock and Roll” 80’s rock legend Huey Lewis & The News join the impressive roster of Jam XVII acts along with soulful music storyteller Paul Thorn. In addition, Jason D. Williams will tickle the ivories for adoring fans. These recently added acts are just a few of the Jam’s strong line up of over 45 talented and diverse performers.

Previously announced acts that will also be showcased at Big Spring Jam XVI include Grammy-nominated, chart-topping rock sensation, The Fray, and hip hop phenomenon Akon. Classic rock legends the Black Crowes and country music superstar Trace Adkins are also part of the all-star Jam line up this year. In addition, the Jam boasts a weekend full of other top music industry performers including The Village People, Tonic, and The Lost Trailers. Heidi Newfield and Honor Society will also light up the September skies at Big Spring Jam XVII.

***Don’t forget that many more acts will be announced continuously throughout the summer!*** To stay up to date with the latest Big Spring Jam artist updates, additions and news, fans are encouraged to go to the festival web site [www.bigspringjam.org](http://www.bigspringjam.org). There, fans can register to receive instant news blasts via e-mail as well as qualify to win free Jam tickets and “meet and greet” opportunities with Jam artists.

Tickets for the valley's premiere music festival are on sale now via [www.bigspringjam.org](http://www.bigspringjam.org). Three-Day Passes are \$45. Individual Day Passes can also be purchased in advance for \$25 online at [www.bigspringjam.org](http://www.bigspringjam.org) and at the gate for \$30. There are numerous corporate ticket outlets to be announced and the Jam encourages other companies throughout North Alabama and Southern Tennessee to support the event by becoming a ticket outlet. Interested companies should contact the Big Spring Jam Ticket Office at (256) 551-2209.

In addition to ticket outlet opportunities, the Big Spring Jam is opening up several new sponsorship avenues to the Huntsville community this year. Sponsorship availability is limited, so don't wait to reserve your company's spotlight at Big Spring Jam XVII. Contact Sponsorship Sales Manager Lacy Pruitt today at [lpruitt@vonbrauncenter.com](mailto:lpruitt@vonbrauncenter.com) or by phone at 256-551-2236.

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Huntsville, Alabama's Big Spring Jam is one of the largest music festivals in the Southeastern United States. Since its debut in 1993, Big Spring Jam has donated almost half a million dollars to area charities, health and human services agencies and arts and entertainment organizations and will continue that tradition this year. For more information, contact the Jam office at 256-533-1953 or visit the web site at [www.bigspringjam.org](http://www.bigspringjam.org).

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