



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Tuesday, April 7, 2015

FIFTH ANNUAL BIG RED RIB & MUSIC FESTIVAL KICKS OFF WITH THE CARDINALS DRAFT PARTY ON APRIL 30

Rojo Event Management, in conjunction with the Arizona Cardinals, is pleased to announce the fifth annual Farmer John Big Red Rib & Music Festival will take place on the Great Lawn at Sportsman's Park, just outside of University of Phoenix Stadium. This four-day spring tradition in the West Valley will open on Thursday, April 30 and run through Sunday, May 3.

The Big Red Rib & Music Festival has become known for great local and national music artists, award winning rib masters from around the country and entertainment for the whole family. Rojo Event Management has again teamed up with Sun Valley Rides to include 15 amusement rides along with carnival games for kids of all ages. New for this year will be a 10-minute fireworks show on Friday and Sunday evenings, produced by Fireworks Productions of Arizona. Below are some highlights for each of the four days:

Thursday, April 30 – ARIZONA CARDINALS DRAFT PARTY

The Cardinals Draft Party, presented by the Valley Chevy Dealers, will open at 4:30 PM with 2015 NFL Draft coverage starting at 5:00 PM. Fans will have the opportunity to meet Cardinals players and coaches, team mascot Big Red and have the first opportunity to see the 2015 Cardinals Cheerleaders perform.

Friday, May 1 – BEATLEMANIA LIVE! & FIREWORKS SHOW

Over 35 of your favorite songs will be performed during this 2-hour walk down memory lane by Beatlemania Live! In addition to the great live music, a 10-minute firework spectacular will fill the night skies and amaze all in attendance.

Saturday, May 2 – KC & THE SUNSHINE BAND

KC and the Sunshine Band are still as widely popular today as they were when they first danced into the music scene 40 years ago. Harry Wayne Casey – KC for short – developed a unique fusion of R&B and funk, with a hint of a Latin percussion groove, giving us an impressive string of hits like "GET DOWN TONIGHT", "THAT'S THE WAY (I LIKE IT)" and "SHAKE YOUR BOOTY." With sales of over 100 million records, nine Grammy nominations, three Grammy Awards and an American Music Award, KC and the Sunshine Band was one of the most progressive bands of the 70's and is credited with changing the sound of modern pop music.

Sunday, May 3 – TIGRILLO PALMA & FIREWORKS SHOW

With five Spanish recording artists providing Norteño music through the day, Sunday will certainly feel like Cinco de Mayo on the Great Lawn. Headliner Tigrillo Palma and another fantastic 10-minute firework display will close out the weekend's festivities.



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Event Schedule:

Thursday, April 30---4:30 PM-9:00 PM (Arizona Cardinals Draft Party - Free admission)

Friday, May 1---5:00 PM-11:00 PM

Saturday, May 2---12:00 PM-11:00 PM

Sunday, May 3---12:00 PM-9:30 PM

Event Location and Parking

The Great Lawn at Sportsman's Park is located to the west of University of Phoenix Stadium. Free event parking will be available in the West (Orange) carpark.

Ticket Information:

General Admission tickets for Friday, Saturday and Sunday are only \$9.00 for adults. General admission tickets for seniors (60 & over) along with active and retired military are \$5.00. Children 12 and under are admitted free all four days. General admission tickets can be purchased in advance at the University of Phoenix Stadium ticket office or at the Big Red Rib & Music Festival entrance on event day.

A limited amount of reserved seats can be purchased for Friday (Beatlemania Live!), Saturday (KC & The Sunshine Band) and Sunday (Tigrillo Palma). These tickets are on sale now and can be purchased on-line at www.ticketmaster.com or University of Phoenix Stadium ticket office.

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