

FOR IMMEDIATE RELEASE (20-July-2007)

Header: *Affordable family fun close to down-home*

Slug: *Sugar Maple Music Fest takes music lovers on a ride from Appalachia to the Greenbush on less than a tank of gas*

Madison, WI- According to a June 2007 survey published by ConsumerAffairs.com, 66% of car owners said they are changing vacation plans due to high gas prices.

Organizers of the 4th Annual Sugar Maple Music Festival welcome this change.

"We'd challenge anyone on tight summer vacation budget to find a better family vacation value closer to home come Aug 3," says Jef Pertzborn, Vice President for the Four Lakes Traditional Music Collective.

"A family of four can enjoy a weekend of top local, regional and national musical talent, including food, refreshment, lodging and diversions for under \$200."

The festival offers nearly 30 hours of music performances and workshops in two days. Talent at the Main Stage (covered by a giant big-top tent for rain or shine) includes Rebel recording artist Mark Newton Bluegrass Band, GRAMMY contenders Jim Lauderdale and Randy Kohrs, and honkytonk/swing group The Western Elstons featuring Madison native Joel Paterson. The Magnolia Sisters, Southwest Louisiana's premiere all-female cajun band, play both days of the festival. 2-day tickets are \$28 for adults, and kids 12 and under are admitted free.

"That's less than \$1.00 per hour for the music alone," figures Pertzborn.

Throughout weekend, a wide range of affordable food and drink options will keep festival-goers stomachs as happy as their ears. For about \$5, festival goers can fill-up on food from New Orleans Take Out (cajun), Jamerica (jerk), or Roxbury Roasters (organic grilled meats), Jada's (soul food) as well as Ben & Jerry's Ice Cream, Just Coffee (Fair trade roasts and iced drinks), fresh flavors from Tyranena Brewery, as well as ice-cold juices, pop and water.

Camping options are available as low as \$13 per night, while nearby AmericInn Lodge & Suites is offering 30% off nightly rates for Sugar Maple ticket holders. The balance of the festival sight, Lake Farm County Park, offers 330 acres of green space including foot and bike trails, a boat landing, horseshoe pits, sand volleyball court, and playground are also accessible on the festival site. The staff from Rock-A-Bye Child Care Learning Center (Sun Prairie) present a fun and interactive Saturday for kids with stories/sing-alongs, instrument making, rhythmic painting, and games.

For those looking to cut fuel costs completely, Pertzborn says the festival is accessible by pedestrians and peddlers (Nine Spring E-way/Capitol City Trail) as well as paddle-and-portagers (Lake Waubesa boat landing at Lake Farm Park).

The event is produced by the Four Lakes Traditional Music Collective (FLTMC), a not-for-profit, volunteer group of traditional music and dance enthusiasts. For more information about the 4th Annual Sugar Maple Traditional Music Festival, click-on www.sugarmaplefest.org or call 608.227-8685.

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**ADVANCE TICKETS...**

Willy Street Co-op, 1221 Williamson Street, (608) 251-6776; The Exclusive Company, 508 State St, (608) 255-2433; The Exclusive Company, 7475 Mineral Point Rd. (608) 829-2066; Spruce Tree Music, 851 East Johnson, (608) 255-2254; Drums N' Moore, 6300 Monona Drive (608) 222-3786; Green Earth, 6771 University Ave # 104, (608) 831-2845; or at [sugarmaplefest.org/tickets.htm](http://sugarmaplefest.org/tickets.htm)

Ticket prices:

**12 & under FREE/gate w/ paid adult; 2-Day Pass:** \$28/adv, \$34/gate; **Friday:** \$13/adv, \$17/gate; **Saturday:** \$17/adv, \$22/gate; \$1 donation to Dane County Parks Commission per ticket included. Event parking included.

**CAMPING...**

**Limited on-site camping available - 10-day advance reservations encouraged - Permits strictly enforced.**

**Rustic Sites** \$25/adv (2-night, tent-only permit. Parking extra. Contact 608.227.8685 or [fourlakesmusic.org/camping.htm](http://fourlakesmusic.org/camping.htm));

**Car Sites** \$40/advance (2-night, drive-in permit. Electricity extra. Contact 608.246.3896 or [countyofdane.com/lwrp/parks/](http://countyofdane.com/lwrp/parks/))

**CO-SPONSORS... ISTMUS/THE DAILY PAGE; AMERICINN LODGE/SUITES; ROCK-A-BYE CHILDCARE; TYRANENA BREWERY; WPR/SIMPLY FOLK; Casey Design; Port to Print; Rutabaga; Snapshotmusic.com; SWBMAI.ORG; WORT 89.9FM; "A" Quality Signs & Screen Printing; Barrymore Theater; High Noon Saloon; SRO Artists, Inc.; Watts Landscape Service**

**MEDIA REQUESTS...** For press kits and audio, call 608-227.8685 or email [pertz@fourlakesmusic.org](mailto:pertz@fourlakesmusic.org)



Full Schedule (rev 7/17/07)

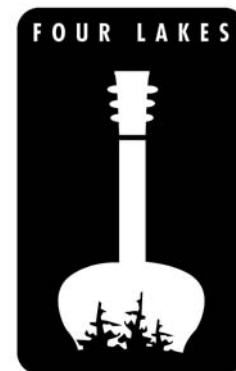
**FRIDAY AUGUST 3, 2007**

- 1:00pm- gates open (campers' check-in)
- 4:00pm **Magnolia Sisters** (Cajun/Creole)
- 5:30pm\* **Sam Miltich/Clay Hess** (Gypsy/Bluegrass workshop)
- 5:40pm **New Bad Habits** (Oldtime)
- 6:00pm **Dave Landau** (Kids Music, roving)
- 6:20pm **The Western Elstons** (Honkytonk)
- 6:30pm\* **Ask Beth** (Moderated discussion)
- 7:00pm\*\* **Magnolia Sisters** (Cajun Jam)
- 7:30pm **Clearwater Hot Club w/ Randy Sabien** (Gypsy Jazz)
- 8:55pm **Mark Newton Band** (Bluegrass)
- 10:30pm park curfew (non-campers)

**SATURDAY AUGUST 4, 2007**

- 11:00am gates open
- 12:00pm **Don Stiernberg & Robbie Fulks** (Country/Bluegrass)  
**Kids' Activity Area** opens
- 12:15pm\* **Woody Pines** (Jug Band demo)
- 12:30pm\*\* **The Steenos** (Bluegrass Jam)
- 1:00pm\* **Dave Landau** (Kids' music)
- 1:15pm **Naomi Sommers w/ Claire Mikolayunas** (Appalachian Folk)
- 2:00pm\* **Jeff & Vida/Magnolia Sisters** (Moderated discussion)
- 2:25pm **Woody Pines & the Lonesome Two** (Jugband/Blues)
- 3:00pm\* **Magnolia Sisters** (Cajun 2-step Dance workshop)
- 3:40pm **West Wind** (Celtic)
- \*4:00pm\* **Skip Jones** (Kids' songs/stories)
- 4:30pm\*\* **The Steenos** (Folk Jam)
- 5:00pm\* **Dave Landau** (Kids, encore set)
- 5:05pm **Jeff & Vida w/ Jimmy Sutton** (Roots)
- 6:00pm\* **Randy Sabien/Randy Kohrs** (Fiddle & Dobro workshop)
- 6:50pm **Magnolia Sisters** (Cajun/Zydeco)
- 8:00pm\*\* **New Bad Habits** (Old-time Jam)
- 8:30pm **Jim Lauderdale Trio feat. Randy Kohrs** (Americana)
- 10:30pm park curfew (non-campers)

\*Indicates Roots & Reason Stage  
\*\*Indicates Jam Tent



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