



FOR IMMEDIATE RELEASE

CONTACT: Lisa Krueger, LTMF
530-583-3101 / lisa@tahoemusic.org
Kristen Power, RKPR Inc.
775-742-8164/ kristen@rkpr.com

THE LAKE TAHOE MUSIC FESTIVAL'S 28TH SEASON BRINGS IMPRESSIVE ARTIST ROSTER

Classic Rock, Pops, Broadway and Country Favorites Highlight Festival

TRUCKEE, Calif. (May 13, 2010) –After 27 seasons the [Lake Tahoe Music Festival](#) has proven its ability to adapt and grow with its audiences and the 2010 season is no exception. With an [artist roster](#) bringing Broadway hits, Pops, classic rock, R&B and a little country, the July 22 through Aug. 7 concert series shows its diversity and a new depth that continues to draw renowned artists and reach new attendees. Top that with a new outdoor venue at Northstar-at-Tahoe™ Resort in addition to other locations in North Lake Tahoe and Truckee, Calif., along with the natural beauty of the surrounding Sierra Nevada and the starlit canopy above.

With a musical lineup of [Natalie Cole](#), [Michael McDonald](#), [Wynonna](#) and [America's 40th Anniversary Tour](#), the series also stays true to its classical roots with two orchestra-backed performances of [Broadway's Best with Debbie Gravitte](#) and an evening of ol' blue eye classics with [Simply Sinatra featuring Steve Lippia](#) for a total of six concerts. This season also marks the premiere of the [Orchestra Academy](#) comprised of 36 of the most promising young musicians from around the globe. The students will be completing their 10-day intensive Orchestra Academy program led by Festival Maestro Timm Rolek and instructors Ariana Ghez, principal oboist for the Los Angeles Philharmonic, and Jerry Grossman, principal cellist of the Metropolitan Opera Orchestra. In addition to the two Lake Tahoe Music Festival performances, the students present two intimate nights of "Strictly Classical" performances July 21 with Ariana Ghez and July 28 with Jerry Grossman.

"As our region grows in its music offerings, the Lake Tahoe Music Festival remains at the forefront not only due to our longevity but also our ability to attract noted musicians while serving the local community year-round through our focus on educational outreach," Lisa Krueger, chief executive officer of the Lake Tahoe Music Festival said. "We're proud to be a Tahoe summer tradition and remain true to our mission to provide exceptional music experiences and educational opportunities to aspiring musicians. Our 2010 festival lineup truly offers something for everyone and captures our 'you've got to be here to feel it' mantra more than we could have imagined."

The complete schedule lineup includes:

- July 21, 6 p.m.: Strictly Classical "Classics New and Old" with Ariana Ghez and the Orchestra Academy at the Granlibakken Conference Center and Lodge; \$10 tickets, limited availability
- July 22, 7 p.m.: America – 40th Anniversary Tour at West End Beach at Donner Lake; \$38.75 general admission or \$50.75 preferred
- July 24 at 7 p.m.: Broadway's Best with Debbie Gravitte and the Orchestra Academy at Tahoe Donner; \$25 general admission or \$50 preferred

- more -

Lake Tahoe Music Festival

Page 2

- July 28 at 6 p.m.: Strictly Classical – “Music in the Key of D” with Jerry Grossman and the Orchestra Academy, at Granlibakken Conference Center and Lodge; \$10 limited tickets
- July 29 at 7 p.m.: Simply Sinatra with Steve Lippia and the Orchestra Academy at Old Greenwood Resort; \$25 general admission or \$50 preferred
- July 31 at 7 p.m.: Wynonna, Northstar-at-Tahoe™ Resort; \$42 general admission or \$54 preferred
- Aug. 5 at 7 p.m.: Natalie Cole at Northstar-at-Tahoe™ Resort; \$37.50 general admission or \$63 preferred
- Aug. 7 at 7 p.m.: Michael McDonald, at Northstar-at-Tahoe™ Resort; \$37 general admission or \$60 preferred

Ticket prices range from \$25 to \$63 and are available online at TahoeMusic.org or by phone at 877-77-CLICK. Tickets may also be purchased at the [Lake Tahoe Music Festival](#) office located at 10775 Pioneer Trail, Suite 210 in Truckee, Monday through Friday 8 a.m. to 5 p.m. or at the [Tahoe City Visitors Center](#), 380 North Lake Blvd. in Tahoe City, daily from 9 a.m. to 5 p.m.

Picnicking is an integral part of the Lake Tahoe Music Festival experience and is encouraged. [Onsite gourmet concessions](#) are also available at affordable pricing offering a variety of food selections, desserts, alcoholic beverages and sodas. Warm clothes for layering on cool Sierra Nevada nights are recommended. The conforming chair height is 13" or lower from the seat to the floor with the chair back no higher than shoulder level for all sections. High back or tall chairs may be used at the very rear of the venue and the far sides only. The festival makes available low back 4" tall sand chairs for rent at one for \$3 or two for \$5.

For more information about the Lake Tahoe Music Festival, [visit online](#) or call 530-583-3101.

Founded in 1982 by Edgar Braun, conductor of the San Francisco Chamber Orchestra, the Lake Tahoe Music Festival is a summer music destination presenting an annual concert series at scenic venues throughout North Lake Tahoe and Truckee. The Lake Tahoe Music Festival is a 501(c)(3) non-profit organization that presents quality, diverse musical experiences and creates educational and performance opportunities for aspiring young musicians including the new Orchestra Academy. Funds for the Festival are raised through individual donations, corporate sponsorships and grants.

###



FOR IMMEDIATE RELEASE

CONTACT: Lisa Krueger, LTMF
530-583-3101 / lisa@tahoemusic.org
Kristen Power, RKPR Inc.
775-742-8164/ kristen@rkpr.com

LAKE TAHOE MUSIC FESTIVAL PUMPS MORE THAN \$4 MILLION INTO TAHOE-TRUCKEE ECONOMY *Long-Standing Festival Continues to Prove Itself as Community Contributor*

TRUCKEE, Calif. (May 20, 2010) – North Lake Tahoe’s summer tradition, the [Lake Tahoe Music Festival](#), has grown its economic impact to the region to just over \$4 million in 2009 and estimates a nearly \$5 million impact for 2010. The figures, compiled by Streamline Communications and Outreach, are estimates based on ticket sales and survey results from the festival over the past several years and factor in lodging, dining and entertainment spend by visitors to the annual festival.

“As a non-profit organization the ability for our festival to generate this kind of economic impact over a three-week span each summer leaves a positive impact on the entire North Lake Tahoe region and creates one of the area’s must-see events,” Lisa Krueger, chief executive officer of the Lake Tahoe Music Festival, said. “These figures, which we’ve kept conservative, are only a portion of our total contributions to the area. This summer we’re expanding our programs by bringing in 36 students from across the nation to live and study at Granlibakken Conference Center and Lodge on Lake Tahoe’s west shore for our inaugural [Orchestra Academy](#). The program puts North Lake Tahoe on the map for advanced music studies programs. Additionally we continue to reach out and draw a tremendous audience from northern California who play and stay at our lodging properties in Tahoe and Truckee.”

North Lake Tahoe is the destination of choice for nearly 45 percent of out-of-town attendees with accommodations booked in north shore communities including Homewood, Tahoe City, Kings Beach and Incline Village. Truckee takes in just over 43 percent of out-of-town visitors, followed by Reno at about seven percent and South Lake Tahoe at just under five percent. Of those visitors, nearly half stayed one to three days, followed by 28 percent staying four to seven days. While the festival draws ticket purchasers from 32 states, 38 percent visit from the Bay Area, Sacramento and central California, a major drive market for the Lake Tahoe region.

The Lake Tahoe Music Festival’s 2010 season builds upon the past two years with a six-concert series July 22 – Aug. 7 featuring [America – 40th Anniversary Tour](#), [Wynonna](#), [Natalie Cole](#) and [Michael McDonald](#) along with [Broadway’s Best](#) and the [Simply Sinatra](#) Pops concert. The festival also adds to “[Strictly Classical](#)” concerts July 21 and 28 featuring the premiere of the [Orchestra Academy](#) and guest soloists and Academy instructors Ariana Ghez, principal oboist for the Los Angeles Philharmonic, and Jerry Grossman, principal cellist for the Metropolitan Opera.

Tickets start at just \$25 for festival concerts, or \$10 for Strictly Classical performances and are on sale [online](#) or by phone at 877-77-CLICK (25425). Purchase tickets in person at the at the Music Festival office, located at 10775 Pioneer Trail, Suite 210, Truckee, Calif., Monday through Friday 8 a.m. to 5 p.m. or at the Tahoe City Visitors Center at 380 North Lake Blvd., Tahoe City, Calif. daily from 9 a.m. to 5 p.m.

For more information about the Lake Tahoe Music Festival, log on to www.TahoeMusic.org or call 530-583-3101.

Founded in 1982 by Edgar Braun, conductor of the San Francisco Chamber Orchestra, the Lake Tahoe Music Festival is a summer music destination presenting an annual concert series at scenic venues throughout North Lake Tahoe and Truckee. The Lake Tahoe Music Festival is a 501(c)(3) non-profit organization that presents quality, diverse musical experiences and creates educational and performance opportunities for aspiring young musicians including the new Orchestra Academy. Funds for the Festival are raised through individual donations, corporate sponsorships and grants.

###



FOR IMMEDIATE RELEASE

CONTACT: Lisa Krueger, LTMF
530-583-3101 / lisa@tahoemusic.org
Kristen Power, RKPR Inc.
775-742-8164/ kristen@rkpr.com

THE LAKE TAHOE MUSIC FESTIVAL BEGINS ITS 28TH SEASON WITH AMERICA'S 40TH ANNIVERSARY TOUR FINALE

TRUCKEE, Calif. (March 9, 2010) – Wrapping up its "America – 40th Anniversary Tour," musical sensation America opens the Lake Tahoe Music Festival's season July 22 at West End Beach at Donner Lake. Combining folk-jazz elements and slinky Latin-leaning percussions, America continues to please its loyal fan base while attracting new a generation of music lovers.

Leading off the festival's 28th season, America is the first of the festival's six-concerts taking place July 22 – Aug. 7, 2010 at scenic venues throughout North Lake Tahoe and Truckee, Calif.

Capable of transcending borders with its uplifting music and positive message, America, who has six Gold and/or Platinum albums, will fill the summer evening with its best-known tunes like "I Need You," "Ventura Highway," "Don't Cross The River," "Tin Man," "Lonely People," and "Sister Golden Hair" – all staples on the '70s Billboard charts. Attracting first, second and third-generation fans, America's extraordinary musical legacy of exceptionally crafted pop and rock songs trademark lush lyrical landscapes that will make for one of the summer's most spectacular performances.

Tickets, just \$38.75 for general seating and \$50.75 preferred, go on sale March 15. Additional concerts for the festival's 2010 season highlight R&B, jazz, pop, Broadway, and orchestra. Tickets, ranging from \$25 - \$63, are available for purchase online at www.TahoeMusic.org, by phone at 530-583-3101 or at the Music Festival office, located at 10775 Pioneer Trail, Suite 210 in Truckee Monday through Friday 8 a.m. to 5 p.m.

For more information about the Lake Tahoe Music Festival, log on to www.TahoeMusic.org or call 530-583-3101.

Founded in 1982 by Edgar Braun, conductor of the San Francisco Chamber Orchestra, the Lake Tahoe Music Festival is a summer music destination presenting an annual concert series at scenic venues throughout North Lake Tahoe and Truckee. The Lake Tahoe Music Festival is a 501(c)(3) non-profit organization that presents quality, diverse musical experiences and creates educational and performance opportunities for aspiring young musicians including the new Orchestra Academy. Funds for the Festival are raised through individual donations, corporate sponsorships and grants.

###

Thank you for your consideration,

Media Representatives:

Kristen Power
Emily Stratton
RKPR Inc.
775-323-6333
media@rkpr.com



FOR IMMEDIATE RELEASE

CONTACT: Lisa Krueger, LTMF
530-583-3101 / lisa@tahoemusic.org
Kristen Power, RKPR Inc.
775-742-8164/ kristen@rkpr.com

COUNTRY MUSIC LEGEND WYNONNA MAKES HISTORY AT THE 28TH ANNUAL LAKE TAHOE MUSIC FESTIVAL

TRUCKEE, Calif. (June 14, 2010) – In addition to being once named “Top Female Vocalist of the Year” by the Academy of Country Music, Wynonna has also been referred as “the greatest country singer since Patsy Cline” by Rolling Stone Magazine. And this year she is making history at the Lake Tahoe Music Festival by being the first country music performer in 28 years to join the festival lineup. “An Evening with Wynonna” takes place at [Northstar-At-Tahoe™ Resort](#) July 31 as part of the season’s 2010 three-week concert series July 22 – Aug. 7, 2010.

Known as one of country music’s most popular and well-respected artists, Wynonna will share her intimate and charismatic stage show with festival attendees. Wynonna stays true to her country roots, but knows how to throw a little rock ‘n’ roll, blues, gospel, folk and southern R&B into the mix. She does it all. Wynonna has proven her keen instincts for finding the essence of a song and have earned her a reputation for making a wide range of musical genres her ‘own’.

“Adding a country star to our concert series is a first for us but we wanted to do it right and Wynonna fits the bill perfectly,” Lisa Krueger, chief executive officer of the Lake Tahoe Music Festival, said. “In the past five years we’ve booked our concert lineup based on feedback from attendees and in our last annual survey a majority of respondents asked for country music and we listened. Wynonna’s a talented and industry-recognized sensation who goes beyond country, offering a diverse musical range that we’re certain our attendees will embrace.”

Ever since her record-breaking, quintuple platinum debut solo CD, 1992’s “Wynonna,” which reached No. 1 on the country chart and loomed in the top five of Billboard’s “Top Albums” chart, the singer has remained a recognizable, yet unpredictable icon. Wynonna’s latest album, “Sing: Chapter 1” pays homage to country, rock, blues and soul-baring standards originated by legendary artists that have formed the unique soundtrack to her own life.

In addition to Wynonna, the Lake Tahoe Music Festival’s 2010 season builds upon the growth of the past two years and brings [America’s 40th Anniversary Tour](#), [Natalie Cole](#) and [Michael McDonald](#) along with [Broadway’s Best with Debbie Gravitte](#) and [Simply Sinatra featuring Steve Lippia](#). The festival also adds two “Strictly Classical” concerts July 21 and 28 featuring the premiere of the [Orchestra Academy](#) and guest soloists and Academy instructors Ariana Ghez, principal oboist for the Los Angeles Philharmonic, and Jerry Grossman, principal cellist for the Metropolitan Opera.

Tickets for Wynonna are \$42 for general admission and \$54 preferred and are on sale [online](#) or by phone at 877-77-CLICK (25425). Purchase tickets in person at the at the Music Festival office located at 10775 Pioneer Trail, Suite 210, Truckee, Calif., Monday through Friday 8 a.m. to 5 p.m. or at the Tahoe City Visitors Center at 380 North Lake Blvd., Tahoe City, Calif. daily from 9 a.m. to 5 p.m. For more information about the Lake Tahoe Music Festival, log on to www.TahoeMusic.org or call 530-583-3101.

Founded in 1982 by Edgar Braun, conductor of the San Francisco Chamber Orchestra, the Lake Tahoe Music Festival is a summer music destination presenting an annual concert series at scenic venues throughout North Lake Tahoe and Truckee. The Lake Tahoe Music Festival is a 501(c)(3) non-profit organization that presents quality, diverse musical experiences and creates educational and performance opportunities for aspiring young musicians including the new Orchestra Academy. Funds for the Festival are raised through individual donations, corporate sponsorships and grants.

###



FOR IMMEDIATE RELEASE

CONTACT: Lisa Krueger, LTMF
530-583-3101 / lisa@tahoemusic.org
Kristen Power, RKPR Inc.
775-742-8164/ kristen@rkpr.com

“UNFORGETTABLE” GRAMMY WINNER NATALIE COLE JOINS 2010 LAKE TAHOE MUSIC FESTIVAL LINEUP

TRUCKEE, Calif. (Feb. 23, 2010) – The 28th season of the [Lake Tahoe Music Festival](http://www.tahoemusic.org) gears up for its concert series with the first artist announcement, [Natalie Cole](http://www.nataliecole.com) performing Aug. 5 at Northstar-At-Tahoe™ Resort. Combining R&B, jazz and pop sounds, the nine-time Grammy Award-winner joins the summer festival's six-concert season taking place July 22 – Aug. 7, 2010, at scenic venues throughout North Lake Tahoe and Truckee, Calif. Tickets, just \$37.50 for general seating and \$63 preferred, go on sale March 15.

Known for her “Unforgettable” duet with father, Nat “King” Cole, she mesmerized audiences once again with her 2008 release “Still Unforgettable” and 2009’s “Let’s Talk About Love.” Cole brings a 13-piece big band along with her enchanting vocals set to fill the mountain air with hits she’s recorded from the American Songbook along with so many of her own songs. She serenades North Lake Tahoe with many of her No. 1 hits including “This Will Be (An Everlasting Love),” “Inseparable,” “Our Love,” “I’ve Got Love On My Mind,” “Pink Cadillac” and “Miss You Like Crazy,” to name a few.

Additional concerts for the festival's 2010 season highlight classic rock, Broadway, orchestra and jazz. Tickets, ranging from \$25 - \$63, can be purchased online at www.TahoeMusic.org, by phone at 530-583-3101 or at the Music Festival office, located at 10775 Pioneer Trail, Suite 210 in Truckee Monday through Friday 8 a.m. to 5 p.m.

For more information about the Lake Tahoe Music Festival, log on to www.TahoeMusic.org or call 530-583-3101.

Founded in 1982 by Edgar Braun, conductor of the San Francisco Chamber Orchestra, the Lake Tahoe Music Festival is a summer music destination presenting an annual concert series at scenic venues throughout North Lake Tahoe and Truckee. The Lake Tahoe Music Festival is a 501(c)(3) non-profit organization that presents quality, diverse musical experiences and creates educational and performance opportunities for aspiring young musicians including the new Orchestra Academy. Funds for the Festival are raised through individual donations, corporate sponsorships and grants.

###

Thank you for your consideration,

Media Representatives:

Kristen Power
Emily Stratton
RKPR Inc.
775-323-6333

media@rkpr.com



FOR IMMEDIATE RELEASE

CONTACT: Lisa Krueger, LTMF
530-583-3101 / lisa@tahoemusic.org
Kristen Power, RKPR Inc.
775-742-8164/ kristen@rkpr.com

“YAH MO B THERE” WHEN MICHAEL MCDONALD’S VOICE FILLS THE SUMMER AIR AT THE 2010 LAKE TAHOE MUSIC FESTIVAL

TRUCKEE, Calif. (March 17, 2010) –Grammy winner [Michael McDonald](#) brings his instantly recognizable and smooth voice to the [Lake Tahoe Music Festival](#)'s final show making it one of the summer's hottest tickets. McDonald performs at [Northstar-At-Tahoe™ Resort](#) Aug. 7 as part of the festival's six-concert season taking place July 22 – Aug. 7, 2010.

McDonald has been a fixture in American pop music for over three decades and continues to serenade fans with hits such as “[I Keep Forgettin’](#),” Grammy-winning “Yah Mo B There” with James Ingram, and his No. 1 pop single “[On My Own](#).” With past credits that include working side-by-side with Steely Dan, McDonald was also the voice of the Doobie Brothers, singing hits like “Takin’ In To The Streets,” “[Minute By Minute](#),” and, the No. 1 single and Grammy-winning “[What a Fool Believes](#).”

“Soul Speak,” McDonald's latest album, is a compilation of his own interpretations of songs he loves and follows up on the exploration of Motown hits he recorded on the “Motown” and “Motown Two” albums. The song selections on “Soul Speak” range from the blue-eyed soul McDonald is known for with songs like “[For Once in My Life](#),” “[Walk on By](#)” and “[Love TKO](#)” to more surprising selections including Van Morrison's “[Into the Mystic](#)” and Leonard Cohen's “[Hallelujah](#).”

“You just try to pick the songs that are most meaningful to you,” says McDonald about the inspiration for “Soul Speak.” “These songs span my life—they're the ones where I can remember where I was when I first heard them, the ones that made me interested in becoming a recording artist, the songs I'd always imagined myself singing.”

Tickets, just \$37 for general admission and \$60 preferred, go on sale April 1. Additional concerts during the festival's 2010 season highlight classic rock, R&B, Broadway, Pops and jazz. Tickets for the festival start at \$25 and are available online at www.TahoeMusic.org, by phone at 530-583-3101 or at the Music Festival office, located at 10775 Pioneer Trail, Suite 210, in Truckee Monday through Friday 8 a.m. to 5 p.m.

For more information about the Lake Tahoe Music Festival, log on to www.TahoeMusic.org or call 530-583-3101.

Founded in 1982 by Edgar Braun, conductor of the San Francisco Chamber Orchestra, the Lake Tahoe Music Festival is a summer music destination presenting an annual concert series at scenic venues throughout North Lake Tahoe and Truckee. The Lake Tahoe Music Festival is a 501(c)(3) non-profit organization that presents quality, diverse musical experiences and creates educational and performance opportunities for aspiring young musicians including the new Orchestra Academy. Funds for the Festival are raised through individual donations, corporate sponsorships and grants.