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FOR IMMEDIATE RELEASE

AthFest and the UGA Music Business Program Team Up to Present the Turtle Jam

ATHENS, GA – July 27th, 2011 – AthFest and the University of Georgia Music Business Program (MBUS) have teamed up to present the AthFest Turtle Jam at the Terrapin Brewery on Saturday, August 20th. The show will feature three area bands, Bodega Roja, Chromazone, and Juice Box, with proceeds benefiting AthFest’s music education programs. Terrapin Brewery is located at 265 Newton Bridge Road in Athens. Doors will open at 5:30 PM for Terrapin’s brewery tour and the music will begin at 6:00 PM. The show and brewery tours are free with the purchase of a commemorative glass for \$12.

Athens’ own Juice Box will be kicking off the show blending jazz, funk, reggae, and jam rock. The electronic-fused funk rock band Chromazone will take the stage next. Both of these groups feature several MBUS student musicians, as well as MBUS booking and management talents. The final band is Atlanta’s Bodega Roja, a progressive rock band, fusing jazz, metal, funk, psychedelic rock, and electronic genres.

AthFest, Inc. is a 501(c)(3) non-profit organization dedicated to educating people about the vibrant local music and arts community as well music and arts in general. AthFest produces annual events such as the Athens Music and Arts Festival and the Athens Half Marathon, as well as as year-round music education programs in local schools. Proceeds from the **AthFest Turtle Jam** will directly support the education mission of AthFest.

This event is co-sponsored by the MBUS Program at the University of Georgia’s Terry College of Business, and MBUS Students orchestrate all aspects of the event. Committed to shaping future industry leaders while adding color to the already vibrant Athens music scene, the program offers students the unique chance to work alongside industry professionals to gain insight into and practical knowledge of the music business. Through internships, extensive show involvement, and class projects, MBUS students are given opportunities to showcase and build their talents in areas such as promotions, public relations, show production, graphic design, videography, record production, and audio engineering.

For more information about AthFest, please visit www.athfest.com.

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