

FOR IMMEDIATE RELEASE

JULY 12, 2010

Contact: Judy Dorsey or Brian Craig at (901) 528-0560 or stnmgr@wevl.org

WEVL'S 22nd ANNUAL BLUES ON THE BLUFF® JULY 24

Memphis, Tenn. – It's summertime, and that means it's time for Blues on the Bluff®, WEVL FM 89.9's annual party on the river, with cold drinks, hot BBQ, and even hotter music.

Since 1989, WEVL has rented the National Ornamental Metal Museum grounds every summer to host one of its most popular fundraisers. High on the South Bluffs with the Mississippi River as a backdrop, past concerts have showcased many of the mid-south's finest blues, soul, and rhythm and blues artists.

Blues on the Bluff® is a full-grown 22 years old this year. *The Bo-Keys*, *Last Chance Jug Band*, and the *Eric Deaton Trio with Kent Kimbrough* are on board to perform. Once again guests will be able to enjoy the gorgeous view of the Mississippi—"the finest from Cairo to New Orleans," according to Mark Twain—from the tree-studded grounds of the National Ornamental Metal Museum.

Last Chance Jug Band start the show at 6:30 p.m., giving concertgoers a real taste of the 1920s and '30s era Memphis jug band sound. The Jug Band includes longtime WEVL program host Dr. David Evans, a Grammy-award winning blues scholar and accomplished guitarist. Expect a fun set of music that everyone will enjoy.

Next are *The Bo-Keys*, founded by bass player and WEVL member Scott Bomar, film score composer for *Hustle and Flow* and *Black Snake Moan* and co-producer of the new Cyndi Lauper album, *Memphis Blues*. The band always features some of the region's premiere players—whether it's original Stax Records soul men Ben Cauley and Skip Pitts, or Howard Grimes from the *Hi Rhythm Section*. USA Today called the band "a bubbling stew of Southern-fried soul." We call them don't-miss entertainment!

Last up are the *Eric Deaton Trio with Kent Kimbrough*, making their first appearance at Blues on the Bluff®. Deaton moved from North Carolina to Mississippi straight out of high school and entered a higher education program of hill country blues at the legendary Junior Kimbrough's Juke Joint. Apprenticing under the late blues masters Kimbrough and R.L. Burnside, he was thoroughly immersed in the North Mississippi blues tradition. The *Eric Deaton Trio* features Junior Kimbrough's son Kent on drums.

Artists will perform in the Riverbluff Pavilion, a unique gazebo constructed from architectural castings salvaged from a 19th century Beale Street building. The grounds are handicapped accessible.

There certainly can't be a Memphis summertime party without food, and WEVL is excited to welcome back Central BBQ. They'll be serving pork shoulder sandwiches, smoked turkey legs, barbecued portobella mushroom sandwiches, and other Memphis-based dishes. Central BBQ is generously donating all food sale profits to WEVL, so leave the cooking to them and come hungry! Beer, wine, coolers, and non-alcoholic drinks will also be sold, with all proceeds going to WEVL.

This year's Blues on the Bluff® poster, previous event posters and other WEVL items will all be available for purchase.

Guests are asked to bring blankets and chairs, but please leave ice chests and pets at home. Admission is \$15 at the gate (\$8 for kids 11 and under) and free guarded parking is provided across from the event in Chickasaw Heritage Park.

Photographs, video clips, and posters from past Blues on the Bluff® concerts can be seen on the

station's website at www.wevl.org.

Proceeds go to WEVL FM 89.9, Memphis' only independent, listener-supported volunteer radio station.

To get there from Memphis, take I-55 North or Crump Blvd. to the Metal Museum Drive exit #12C (the last exit just before the "old" bridge), then follow the signs to Blues on the Bluff®.

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22nd Annual WEVL FM 89.9 Blues on the Bluff®
Saturday, July 24, 6-11 p.m.
National Ornamental Metal Museum grounds
374 Metal Museum Drive, Memphis
More info: (901) 528-0560 and www.wevl.org

Images: High res photos available upon request

Website: <http://www.wevl.org>

WEVL 89.9 FM, Memphis' only independent, listener-supported volunteer radio station, celebrates 34 years on the air this year. It is licensed to Southern Communication Volunteers, a non-profit, tax-exempt §501(c)(3) organization.

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