



FIRST-EVER VALLARTA-NAYARIT CLASSIC ROCK FESTIVAL ANNOUNCES 19 ACTS INCLUDING CHEAP TRICK, JEFFERSON STARSHIP, FABULOUS THUNDERBIRDS, FOGHAT & KANSAS!

October 23, 2014 Los Angeles, California – The Vallarta-Nayarit Classic Rock Festival will be held December 11-15, 2014 with events taking place throughout Riviera Nayarit and Puerto Vallarta.

Supported by the Puerto Vallarta and Riviera Nayarit Tourism Boards, the four-day event will include 3 days of classic rock music performances, a showcase gallery of famous album cover art and concert photography, a charity golf outing to benefit DIF, and parties at some of the most popular night spots in Puerto Vallarta & Riviera Nayarit. On Saturday evening in Puerto Vallarta, there will be a party honoring several 'Giants of Rock' for their accomplishments in classic rock.

Festival creator and producer John Zaring of the Los Angeles, CA-based Zaring Group announced 19 acts that will appear during the daily concerts in Nuevo Vallarta. The lineup includes Americana rockers the BoDeans, blues favorites Fabulous Thunderbirds, rock-a-billy specialists Lee Rocker and Slim Jim Phantom of the Stray Cats, country rockers Poco, Pure Prairie League and Firefall, and iconic classic rock bands Jefferson Starship, Kansas, Cheap Trick, Foghat and Spencer Davis Group. Several solo artists and singers will have their sets backed by the festival's all-star 'house band,' including Dave Mason (Traffic), Gary Wright (best known for his smash hit "Dreamweaver"), Craig Fuller (lead singer of both Little Feat and Little River Band), former Journey lead singer Steve Augeri, Monkees frontman Micky Dolenz, former Grand Funk Railroad singer Mark Farner and blues legend Sam Moore (Sam and Dave). Additional acts are expected to be announced.

The house band includes stellar musicians from several legendary rock acts, including former Doobie Brothers and Steely Dan lead guitarist Jeffrey 'Skunk' Baxter, former Fleetwood Mac guitarist and rock-a-billy legend Billy Burnette, The Cars guitarist Elliot Easton, bassists Kenny Lee Lewis of Steve Miller Band and Kenny Gradney of Little Feat, drummers Curly Smith (Boston) and Kenny Aronoff (John Fogerty, John Mellencamp), and keyboardist Teddy 'Zig Zag' Andreadis (many artists including Carole King, Guns 'n Roses). In addition the backing soloists, the house band will also play songs from their own catalogs. Zaring said, "As the world's first and only festival celebrating classic rock, fans can expect 3 days of performances by some of the greatest musicians from the era. Whether you love roots rock, blues, soft or hard rock, you won't be disappointed!"

A limited number of tickets will be available for the weekend of events. The concerts will be held in Nuevo Vallarta, located in Riviera Nayarit, in an outdoor space located adjacent to the Hard Rock Hotel Vallarta. The music will be complemented by a mini gourmet food festival featuring cuisine prepared by some the region's top restaurants. Multiple area hotels including Villa La Estancia Riviera Nayarit, Villa Del Palmar Flamingos, Bel Air Collection Resort and Spa Vallarta, Hilton Vallarta Resort & Spa and Hard Rock Hotel Vallarta will host the visiting musicians as part of the support of the hotel associations of Puerto Vallarta and Riviera Nayarit.

Jesus Carmona of the Hotel Association of Riviera Nayarit and Luis Cantu of the Puerto Vallarta Convention & Visitors Bureau, both said, "We are delighted to host Vallarta-Nayarit Classic Rock Festival. This event is sure to bring lots of media attention to the region and showcase the best the destinations have to offer. 100% of the net proceeds from the day of celebrity golf will benefit DIF as will 10% of all ticket sales. Given its timing to Christmas, the festival will also be collecting toys for area children. Tickets and festival badges to attend the daily concerts and other events can be purchased at vallartanayaritclassicrock-fest.com. Daily concert tickets will be \$95USD plus 10% donation & fees, while discounted festival badges granting admission for all 3 days of shows, are \$250USD plus 10% donation and fees. A special all-inclusive 3-day festival badge, which grants admission for all 3 days of shows and access to watch the charity golf outing on Monday, December 15, also includes meal passes and beverages in a private VIP area, plus an official festival t-shirt, is \$350 plus 10% donation and fees. Limited quantities in each category are available, and the festival is scheduled rain or shine. Discounted room rates will be marketed on the event website, with tourists directed to special offers by the festival's official hotel partners.

Frequent updates will be made via the festival's Facebook (Vallarta-Nayarit Classic Rock Festival), Twitter (@ClassicRockFest) and Instagram accounts (@VNCClassicRockFest). The festival website and overall marketing materials are being designed by Mexico-based Amaze Creative Agency.

Enrique Ramos Flores, Secretary of Tourism for the state of Jalisco, said, "We are thrilled to welcome the Vallarta-Nayarit Classic Rock Festival to our destination. This event is sure to bring lots of visitors to our region and help fill up our hotel partners."

Nayarit's Secretary of Tourism Rodrigo Perez Hernandez added, "The Vallarta-Nayarit Classic Rock Festival will bring fans from around the world to Nayarit. On behalf of the Governor, we are excited to lend our support!"

Jorge Gamboa Patron, the director of Mexico Tourism Board based at the Mexico Consulate in Los Angeles, said, "For many years now, the Zaring Group has been a great partner in promoting tourism to Mexico. They produce exciting star-driven events, which is why we are happy to put our support behind this festival, which we believe will be an exciting new international event for rockers, their fans and local residents of the greater Vallarta area."

Other supporters for the festival include local DMC North American Travel, which will provide transportation services for the artists and VIPs. North American will also offering discounted airport transfers to all fans attending the event. Contact them directly for rates and to schedule service.

Zaring Group founder John Zaring, the festival's creator, has three decades of experience in event production. In addition to producing charity events for stars Marg Helgenberger, Dennis Quaid, Meat Loaf, Samuel L. Jackson, among others, he also created and produces the annual Cabo Comedy Festival (www.cabocomedyfestival.com). Through the Zaring Group's signature destination resort promotion program, the firm has been promoting Mexico via special events and celebrity appearances since 2007. In addition to the Cabo Comedy Festival, the firm has organized the annual Barefoot Formal, a New Year's Eve show at Casa Dorada Resort & Spa featuring dancers from "Dancing with the Stars" and "So You Think You Can Dance" along with finalists from "American Idol," as well as the Cabo Celebrity Golf Classic, and Puerto Los Cabos World Cup.

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