

ROCK_{THE} SOUTH



Announcing our headliners:
Luke Combs and Eric Church!

Rock the South
1872 County Road 469
Cullman, AL 35057

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Media Contact:

Lora Bishop, Rock the South Office of Communications and Marketing, (256) 458-7504,
lcb0035@RockTheSouth.com

Rock the South reveals its headliners and line-up for 2020

CULLMAN, Ala. – After enjoying shows by Kid Rock, Florida Georgia Line, Brooks and Dunn, Jake Owen and more at the 2019 Rock the South concert, many people felt the event could not top last year's performances for this year's biggest party in the south.

With the announcement and release of the 2020 line-up, early ticket sales have skyrocketed and more customers are buying a VIP ticket than any other year. Luke Combs, Eric Church, Brothers Osborne and many other performers are drawing fans in from all over the South East.

At this two-day weekend-event, you have the choice between general admission, platinum, VIP and front porch seating. If you're interested in complimentary food, alcohol, comfort and close stage access, VIP level seating is the way to go. If you're ready to get down in the mud and have some fun, enjoy the affordability of general admission tickets.

Pepsi CEO and sponsor Ramon Laguarta says, "We are excited for this year's endless possibilities for fun and community togetherness, and we believe our headliners for this year's concert will set the stage for family and adult fun alike."

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Rock the South began as a one-year event intending to celebrate the recovery of Cullman's community after the April 2011 tornadoes ripped through the small town. Since that first day, Rock the South has expanded to become a symbol of the area and what it has to offer its residents and visitors.

Since 2012, the organization has donated over \$639,000 to several community counterparts that include Cullman City Parks and Recreation, The Link of Cullman County and Cullman Caring for Kids.

Rock the South has managed to gather the biggest names in country music from Luke Bryan, Sam Hunt, Dierks Bentley, Florida-Georgia Line, Alan Jackson, Thomas Rhett and many more.

The event is rated as the 6th Best Country Musical Festival in the United States, but its team members will always tell anyone that asks that Rock the South is about honoring two things-giving back to the community we love and celebrating our southern culture each and every year.

ROCK THE SOUTH

BACKGROUND

Inspired by the effort to recover and stimulate the economy, Rock the South held its first concert in 2012 just one year after the April 2011 tornadoes that ripped through the small town of Cullman, AL.

The event started out small, only drawing around 11,000 people to Cullman's Heritage Park. The concert's first line-up to kick-off the now annual celebration included big names like Dierks Bentley, Kellie Pickler, Jon Pardi and Brent Cobb.

The festival was organized by the City of Cullman and its parks department, and the date marked exactly one year since a tornado had ripped through the town effectively destroying 867 homes and 94 businesses.

According to its organizers, Rock the South was an event held to remind and encourage area residents to "remember, rebuild and rise." This concert was the first large event held in the city after alcohol sales were made legal in 2010, and fans were happy to oblige.

Starting out, tickets would cost \$10 in advance or \$15 at the gate, and fans could enjoy the music from 3 p.m. to 11 p.m. Now, ticket sales will put fans out anywhere from \$120 for general admission to \$700 for ultimate VIP. With great entertainment, vendors and shops the price is well worth it for a fun weekend.

In 2013 Rock the South underwent a management change coming under the direction of Shane Quick, a concert promoter and event producer based in Cullman; Jay Barker, former University of Alabama quarterback and radio personality and his wife, country singer Sara

Evans. According to Quick, Rock the South is an event to celebrate all that the South knows and loves; sports, barbecue and country music.

After 2012, the festival expanded to become a two-day event at Heritage Park featuring big-name star line-ups and sponsors. The City of Cullman was included in the list of sponsors for the event and has donated up to \$150,000 in seed money and supplies police and firefighter services each year.

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SENIOR STAFF BIOGRAPHIES

Shane Quick

Founder, Rock the South

Shane Quick was born and raised in Cullman, AL, and his vision as Rock the South's founder was to expose visitors and residents to his view of the Cullman community. Working alongside the City of Cullman, he has brought this vision to life through the festival for five years.

First working as a concert promoter and event producer 10 years ago, he held and promoted his first concert in Huntsville, AL. After 5,500 shows he continues to travel the world, averaging 180,000 miles of fly time a year, promoting both Christian and Country music while still holding on to his Cullman roots.

With plenty of experience in productions and promotions, through owning his own company and working alongside several others, Quick took the festival by storm and quickly reworked the event in his own image, attracting fans, vendors and performers from all over.

Nathan Baugh

Logistics Teammate, Rock the South

Nearly 10 years ago, Nathan Baugh packed up and moved to Nashville, TN, with just his Tahoe and a U-Haul with hopes of becoming successful in the music industry. With only one personal connection, Baugh started an entertainment transportation company called 46 Logistics in 2016, and he and his team now produce more than 150 events across the world.

46 Entertainment specializes in transportation, and with the help of 30 tractor-trailers, Baugh and his team have transported artists, tours and production gear cross-country wherever they need to go.

With his impressive background in logistical execution, Baugh and his production team handle and oversee all of the components that make up Rock the South.

Michael Thomson

Event Coordinator, Rock the South

With a degree in public relations and event planning from the University of Alabama, Michael Thomson has an extensive background working in the music industry.

After coordinating festivals ranging from the South East to the West Coast, Thomson came to work for Rock the South in 2014 where he brought an expertise in attracting fans, securing big name performers and mapping out venue areas.

Now he runs the festival's social media and is in charge of communicating with performers and vendors that wish to perform or sell on venue property. Thomson has brought a sense of professionalism to the team's outside communication since his addition to the festival planning.

ROCK THE SOUTH

BLOG POST

Rock the South: The most entertaining way to support and stimulate a community in recovery

By: Lora Bishop, Rock the South Office of Communications and Marketing,
lcb0035@RockTheSouth.com

As its popularity has grown over the years, Rock the South has attracted more than 55 thousand fans to the town of Cullman, AL, and has brought many prosperous business opportunities and an influx of sales to the city's local businesses and companies.

With the festival's original purpose being to celebrate the recovery and rebuilding of the city's most affected areas hit by the 2011 tornados, Rock the South continues to enjoy the community's support, as the annual event is a reminder of the city's resilience and the many benefits it brings to the local economy.

Shane Quick, founder of Rock the South and a Cullman, AL, native, has worked hard to maintain a feeling of community and supportiveness by giving first pick to local vendors and sponsors while also donating a large portion of the proceeds to local charities and businesses. In addition to Rock the South's promotion of local companies and small businesses, the event website also gives recommendations for locally owned bed and breakfasts, RV parks, and parking lot locations where fans can get a good night's sleep before heading out for the second day of the concert.

Since Rock the South's first event in 2012, the organization has donated a whopping \$639,000 back into the community and with only \$150,000 in start-up money from the City of Cullman each year, the festival has proven its desire to support their host community.

Gather your friends and family for the biggest party in the South and support the local community. You can find all the information you'll need on ticket pricing, parking, lodging and camping on Rock the South's website, rockthesouth.com. Come and join the party!

ROCK THE SOUTH

PHOTO CUTLINES



Morgan Wallen performs at last year's Rock the South on center stage in front of thousands of screaming fans.



Rock the South site map shows entrances, parking, ticket areas and vendor booths.



Fans getting ready for the opening act at Rock the South music festival 2018.