

Date: May 31, 2016



LOUDER THAN LIFE

THIRD ANNUAL DESTINATION FESTIVAL CELEBRATING THE WORLD'S TOP BOURBON,

<u>MUSIC AND GOURMET MAN FOOD</u>

<u>SET FOR OCTOBER 1 & 2 AT CHAMPIONS PARK IN LOUISVILLE, KY</u>

FEATURING TWO TITANS OF ROCK:
SLIPKNOT AND AVENGED SEVENFOLD,
ALONG WITH DISTURBED, KORN, SLAYER, THE CULT, GHOST AND MANY MORE

EARLY BIRD TICKETS, VIP, HOTEL & CAMPING PACKAGES AVAILABLE JUNE 1

"Louisville: The Home Of Bourbon. Great People. Great Food."

Following a 2015 sellout with 50,000 in attendance, LOUDER THAN LIFE returns to Champions Park near downtown Louisville October 1 & 2, 2016 for the third annual destination festival celebrating the region's culture and cuisine, and featuring award-winning bourbons and spirits, Gourmet Man Food, craft beer and some of the biggest names in rock music. Slipknot and Avenged Sevenfold top a mindblowing music lineup of over 35 bands on three stages, with performances from Disturbed, Korn, Slayer, The Cult, Ghost, Rock and Roll Hall of Famers Cheap Trick and many more.

Produced by **Danny Wimmer Presents**, America's premier production company for rock music festivals, Louisville's **LOUDER THAN LIFE** features a selection of award-winning bourbons, whiskey, spirits, craft beer, and Gourmet Man Food curated personally by festival creator **Danny Wimmer**, along with a powerful music lineup of rock legends and breaking talent. The festival celebrates the bourbon culture and culinary heritage of this unique American city. In 2015, Louisville was #2 on the <u>USA Today</u> list of Best Local Food Scenes and was featured in <u>Time Magazine</u>'s list of America's Best Music Scenes.

LOUDER THAN LIFE founder and producer **Danny Wimmer** of **Danny Wimmer Presents** declares, "Louisville: The home of bourbon. Great people. Great food. How can those ingredients *not* make a perfect place to have a festival? This is a place you *have* to visit if you're a lover of bourbon, a lover of food...a lover of life. I asked my team how we could top last year's **LOUDER THAN LIFE** sellout. The easy answer? **Slipknot** and **Avenged Sevenfold**."

LOUDER THAN LIFE tickets go on sale **Wednesday, June 1** at Noon ET at <u>www.LouderThanLifeFestival.com</u> with limited quantities available at early bird discounted prices. Ticket prices will increase in the coming weeks, so fans are encouraged to buy early to save. See below for details.

The daily music lineup for **LOUDER THAN LIFE** is as follows:

Saturday, October 1: Avenged Sevenfold, Slayer, The Cult, The Pretty Reckless, Pierce The Veil, Cheap Trick, Chevy Metal, Anthrax, Motionless In White, Hellyeah, Sick Puppies, The Amity Affliction, Avatar, Neck Deep, Young Guns, Being As An Ocean, '68, Twelve Foot Ninja, Dinosaur Pile Up

Sunday, October 2: Slipknot, Disturbed, Korn, Ghost, Alter Bridge, Clutch, Biffy Clyro, Pop Evil, Skillet, Sevendust, Zakk Sabbath, Parkway Drive, Trivium, KYNG, Skindred, Adelitas Way, Crobot, Smashing Satellites, Sabaton

One highlight of the **Gourmet Man Food** experience will be **Doc Crow's** and **Doc's Cantina**, featuring the cuisine of Executive **Chef Jonathan Schwartz**, including BBQ cheese fries, beef brisket sandwiches, and pulled pork sandwiches. In addition, a joint venture between two St. Louis based restaurants--Food Network star **Tom Coghill's Iron Barley** and **Bill Kunz' Highway 61 Roadhouse**--will be staging a full scale Pig Roast.

Based on over 50,000 attendees in 2015, it's estimated that **LOUDER THAN LIFE** generated \$13 million in economic impact to the city of Louisville, including more than \$3 million in hotel revenue and more than 18,000 incremental room nights. Of those attendees, over two-thirds were from outside the Louisville area, and the majority said they came to the city specifically for the event. In addition, over 350 media were on hand to cover the second annual event, coming from around the U.S. and as far as away as the U.K., The Netherlands and Turkey.

"We decided to start a festival in Louisville because it is such a special city," says **Danny Hayes**, CEO of **Danny Wimmer Presents**. "It has a great Mayor, hospitable local government, welcoming CVB and outstanding city services that in turn make our job really easy. We have a long term plan to grow **LOUDER THAN LIFE** that includes a significant increase to the economic impact we have created in just the first two years of the festival."

"Louisville is a festival city – and **LOUDER THAN LIFE**, in just two years, has proven to be a huge success, both in terms of attendance and economic impact to the city. We look forward to many more years of hosting this impressive festival by the impressive **Danny Wimmer Presents** company," says Louisville **Mayor Greg Fischer**.

"We know from tourism research that attending a festival is one of the primary drivers for weekend visitation to Louisville," says **Karen Williams**, President & CEO, **Louisville Convention & Visitors Bureau**. "Hosting **LOUDER THAN LIFE** drives lucrative leisure business to Louisville's hotels, restaurants and attractions."

Here are the preliminary lists of LOUDER THAN LIFE celebrity chefs, bourbon, craft beer, and Gourmet Man Food partners:

Celebrity Chefs: Edward Lee, Tom Coghill, Bill Kunz, Jonathan Schwartz

Bourbon World presented by the Louisville Courier-Journal: Angel's Envy, Basil Hayden's, Benchmark, Buffalo Trace, Bulleit, Eagle Rare, Evan Williams, Four Roses, Jim Beam, Knob Creek, Maker's Mark, Michter's, Old Forester, Town Branch, Willett, Wild Turkey, Woodford Reserve

Whiskey & Other Spirits: Jack Daniel's, Copper & Kings American Brandy

Gourmet Man Food Village: 502 Café, Art Eatables, Aporkalypse Now, Blackbeard Espresso, Black Rock Grille, Cheese Louise, Chicago Taste Authority, Classic Home Cookin', The Comfy Cow, Cousins Maine Lobster, Cravin' Cajun, Louisville Dessert Truck, Dia De Los Tamales, Doc Crow's, Doc's Cantina, The Duffy Shuffle, El Luchador, Gelato Gilberto, Hebro's Kitchen, Hi-Five Doughnuts, Highway 61, Hole Mole, International Spud Station, Iron Barley, Island Noodles, Lexi Lu's, Lil Cheezers, Longshot Lobsta, Mac' Attack, Mike's Kentucky Kitchen, Momma's BBQ, Mount Olympus, Mr. G's Kettle Corn, Pie Baby, Pollo: A Gourmet Chicken Joint, Red Top

Gourmet Hot Dogs, Spotz Gelato, Spudz Chips, Louisville Sushi Truck, The Traveling Kitchen, Tumbleweed (serving Jack Daniel's inspired food items), Up In Smoke BBQ, Zoom Zoom Yum

Craft Beer (Regional) & Artist Inspired Beverages: Alltech Lexington, Falls City Beer, Goodwood Brewing Company, Motörhead Shiraz, New Albanian Brewing Company, Trooper Beer, West Sixth

LOUDER THAN LIFE will also feature interactive experiences including: • Artist autograph signings and beverage sampling at the Monster Energy Hospitality Rig • Jack Daniel's Experience • Zippo Music Experience • The Bourbon Tent presented by the Louisville Courier-Journal • The Music Experience • It's Miller Time VIP Lounge • Dyin 2 Live / Fxck Cancer • Keep Golf Metal • The Christian Benner Experience • Take Me Home Animal Rescue • and more.

Single day and weekend tickets for **LOUDER THAN LIFE** will be available starting on **Wednesday**, **June 1 at Noon EDT**. Tickets and VIP packages will initially be priced as follows (increasing in the coming weeks):

GA Weekend: \$89.50 GA 4-Packs: \$340.00 VIP Weekend: \$234.50

VIP Zippo 2-Packs: \$550.00 (includes VIP amenities + 2 LTL 2016 commemorative Zippos)

Single Day GA: \$79.50

VIP passes include: VIP entrance lanes into venue, shaded VIP hang area with seating for dining, seated and standing viewing area of Main Stage South (left), video screens featuring live feed from main stages inside VIP hang area, upgraded Gourmet Man Food and drink selections (for additional purchase), dedicated VIP restrooms, and a commemorative **LOUDER THAN LIFE** 2016 laminate.

Hotel discounts are available through Curadora at: https://curadora.com/events/louder-than-life-2016-dea7cc2c/. Camping and VIP packages can be purchased at www.LouderThanLifeFestival.com.

All **LOUDER THAN LIFE** camping passes include campsite space for 3 nights as well as access to campground bathrooms, showers, food and beverage concession stands, and a general store. Campers also have in and out privileges between the campground and festival grounds throughout the event. Car (tent) camping passes are \$99.00 and RV camping passes are \$175.00.

LOUDER THAN LIFE is produced by **Danny Wimmer Presents**, a producer of some of the biggest rock festivals in America, including Chicago Open Air, Monster Energy Welcome To Rockville, Monster Energy Fort Rock, Monster Energy AFTERSHOCK, Monster Energy Carolina Rebellion, Northern Invasion, Monster Energy Rock Allegiance, Rock On The Range, Houston Open Air and more.

Sponsors for **LOUDER THAN LIFE** include Monster Energy, Jack Daniel's, Miller Lite, The Music Experience, Zippo Encore, El Jimador Tequila, Take Me Home Animal Rescue, and more to be announced!

Website: www.LouderThanLifeFestival.com

Facebook: www.facebook.com/louderthanlifefestival

Twitter: https://twitter.com/ltlfest

Instagram: http://instagram.com/louderthanlifefest



About Danny Wimmer Presents: Since 1993, music industry veteran Danny Wimmer has been producing concerts and festivals, both large and small. In 2011, he formed Danny Wimmer Presents, which now produces several of the largest rock and alternative festivals in the U.S. By combining A-list talent with local cuisine and culture, DWP has become recognized within the industry for delivering the highest-quality entertainment experiences to fans, artists, sponsors, partners and host cities. DWP creates memorable and all-encompassing festival experiences, leaving both consumers and partners with lasting and meaningful impressions. With 580,000 fans attending all DWP festivals in 2015, and 10 billion media impressions, DWP will continue to add new music festivals to its already stellar portfolio, which includes Rock On The Range, Monster Energy Aftershock Festival, Monster Energy Welcome To Rockville, Monster Energy Carolina Rebellion, Louder Than Life, and Monster Energy Rock Allegiance, among others.

www.DannyWimmerPresents.com

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