



August 4, 2011
Contact: Jessica C. Miller
Cell: (205) 425-7737

HOT STRINGS

BIRMINGHAM'S BLAZIN' BLUEGRASS FESTIVAL

October 9, 2011 • 11:00 am – 8:00 pm • The Preserve in Hoover
Bring your blankets and chairs

Gates open at 11:00 am, Bands start at 12:00 pm
Critically acclaimed *Blue Highway* confirmed as headliner

Great Music

Drawing on the success of the premier event in 2010, *Hot Strings 2011* will again offer great bluegrass music by more than 7 groups and artists, including Grammy nominees *Blue Highway* and *Claire Lynch*. *Blue Highway* has garnered two Grammy nominations, a Dove Award, topped the Bluegrass Unlimited radio charts, and won numerous International Bluegrass Music Association awards. Two-time Grammy nominee *Claire Lynch* was named Female Vocalist of the Year by the International Bluegrass Music Association.



The Foundry is partnering with *The Alabama Bluegrass Music Association* to feature some of the finest Alabama Bluegrass bands including *Newgrass Troubadours*. Top regional favorites *Cottonmouth Creek*, *Judge Talford Band* and *The Herb Trotman Band* will also perform.



Family-Friendly Atmosphere

In addition to Bluegrass music, the afternoon will showcase the work of more than 30 local and regional artists (offering items for sale), great food from Golden Rule BBQ, a kids zone with inflatables and other special activities, a fiddlin' contest and jam session, a farm demonstration area and a substance-abuse education area. The event is alcohol-free. Tickets are priced to be accessible to all age groups at \$20 in advance and \$25 at the gate.

Media Alert – The Foundry’s Hot Strings

Page 2

Proven Popularity

More than 2,500 people attended last year’s inaugural event at Sloss Furnaces, and as many as 7,000 are expected this year.



Beautiful Local Venue

Reminiscent of old southern culture where neighbors congregated on their front porches for evening fun, The Preserve’s Village Green offers a wide-open space for families to bring their lawn chairs and enjoy great bluegrass music, food and friends.

Impressive Sponsorships, Reviews and Endorsements

State Farm Insurance will be the \$25,000 Title Sponsor for *Hot Strings 2011*

“My heart is warmed knowing that my sponsorship is more about helping others than for me. My clients raved about their experience (last year) and are looking forward to the event this year!”

—State Farm agent Thomas Waters

“The Foundry's (2010) *Hot Strings* event had it all: family entertainment, cultural offerings and information, and quality local music—and all for a great cause. The Alabama Folk School will be a part of this event again next year because of the clientele and the good people who work for The Foundry!”

—Danielle Dunbar, Executive Director, Alabama Folk School

“We sponsor several events over the course of the year and *Hot Strings* is in our top three fave's for 2010. As Birmingham's #1 non-ethnic radio station we try to only partner with the best, and this was it! *Hot Strings* was put together extremely well and gave our station the opportunity to make several hundred impressions on-site with our target demographic. This is the kind of event that needs to be a Birmingham benchmark. We hope to sponsor this event for many years to come.”

—Justin Ragland, Promotions Director, 104.7 Birmingham's WZZK

"*Hot Strings*, now in its 2nd year, is about music, art, food, fun, family, friends, and it all benefits The Foundry. As a musician, music lover, and resident of Birmingham, I am thrilled to see a world-class music festival back in Birmingham that is bringing in the level of entertainers showcased this October. I assure you, if you like live music, no matter what kind, you will love *Hot Strings*! Please come, listen, pick, enjoy, and support live music and The Foundry! Also consider sponsoring *Hot Strings*...packages are still available with group tickets, and offer great exposure and branding for your company."

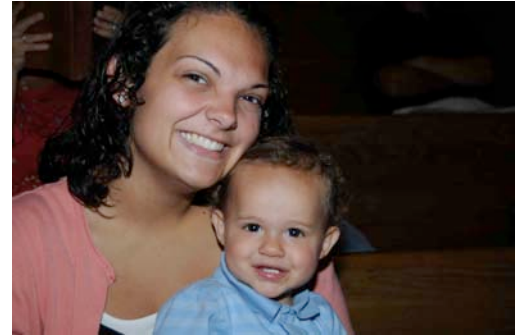
Brent Warren
President, Alabama Bluegrass Music Association

Media Alert – The Foundry’s Hot Strings

Page 3

Rebuilds lives and families

The Foundry Rescue Mission and Recovery Center is currently celebrating 40 years of restoring hope and rebuilding the lives of the addicted, homeless and destitute. In addition to its Recovery Program for women and men—with locations on the main campus in Bessemer and Foundry Farm near Cullman—The Foundry also offers a Re-Entry Program for ex-inmates transitioning into society and provides a number of Rescue and outreach services for struggling families and individuals within the Bessemer community. ***One hundred percent of the net proceeds from this event support The Foundry’s programs and services.***



We hope you’ll consider featuring this event in advance as a service for your readers and their families as they plan their fall activities! For more information including photos and details of last year’s event and consistently updated information on scheduled artists and performers for the 2011 festival, visit **www.thefoundryonline.org/hotstrings** or contact Jessica C. Miller, Media Relations Coordinator, at (205) 425-7737.

An interdenominational, Christ-centered organization, The Foundry has demonstrated remarkable successes in restoring the lives of men and women battling drug, alcohol and other life-dominating addictions. The Foundry’s inpatient recovery and re-entry curriculums rebuild self-worth and spur spiritual growth through work, study, counseling, discipline and faith. Our community outreach program brings relief to those in need of food, medical care and other necessities. This combination of service and assistance has become a powerful formula in reshaping lives by the hands of God.