

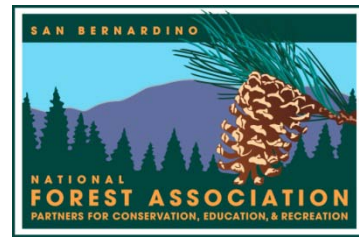
National Forest Association

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FOR IMMEDIATE RELEASE

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2010 Music in the Mountains Summer Concert Series at the Discovery Center Amphitheater Help Heal the Forest with Music

Big Bear Lake, CA . . . The National Forest Association is pleased to launch this year's summer concert series at the Big Bear Discovery Center Amphitheater beginning Memorial Weekend through Labor Day Weekend featuring 4 shows including the July 31 Music Festival that boasts a nod to bluegrass but also its mountain cousins . . . country, folk, western and Celtic. Hip new choral music will be introduced along with favorites from the classic rock and country genres. Tickets are now on sale online at www.nationalforestassociation.org and at the Discovery Center Adventure Outpost.

"We're reducing our number of shows to bring back the best-of-the-best from last season while introducing new bands to our stage," said Sarah Miggins, National Forest Association executive director. "And, we're excited to be working again with nonprofit partner, The Lighthouse Project, and co-producer, Coldwell Banker, The Tim Wood Group." Their contribution adds a community component of fund raising for the expansion of their program, Peace Gardens, in Bear Valley Schools. School children raise fruits and vegetables to harvest for local families. "Ticket sales will continue to benefit the local Bear Valley economy by bringing quality music to the Discovery Center while increasing visitor and second homeowner visitation to the Valley," added Miggins.

New this season will be additional fund raising opportunities for Bear Valley schools through a ticket sales revenue sharing program. Dollars donated back to the schools will be used to eco-plant school grounds while creating a student project. For example, the North Shore Elementary School will plant their north terrace to beautify the grounds while learning about native plants and watershed.

Also new to the 2010 season is the introduction of a loaded season ticket package. A \$120 Music in the Mountains membership package will include 2 season passes to all 4 events, VIP parking, VIP bench seating and a \$100 membership to the National Forest Association.

The \$100 membership includes monthly communications from the National Forest Association on Association-wide activities, a 10% discount at Adventure Outpost Retail Stores on select merchandise, 10% discount on Discovery Center paid tours and one complimentary ticket to the concert of choice. A National Forest Association member card will be provided to these upgraded season ticket holders. Reservations are now accepted at the Discovery Center Adventure Outpost and online at www.nationalforestassociation.org. Membership cards will be available by May 10, 2010; offer is most price effective through June 26, 2010. Season tickets will be available at \$50 per person with no amenities.

Proceeds not donated to the local schools will benefit forest restoration, environmental education and responsible recreation initiatives managed by the National Forest Association supporting the Big Bear Valley and visitors to the Discovery Center. The countdown has begun to determine when the two millionth visitor will be greeted at the Discovery Center since it's opening in May, 2008. This milestone is projected to occur during the 2010 summer season.

National Forest Association partner, Northwoods Resort, returns as the official hotel of the summer concert series offering a hotel music package for its guests and providing accommodations for all 2010 band members. Big Bear Lake Resort Association joins the team as an in-kind sponsor.

This year's schedule is posted below. Opening the season will be Simply Voices, the newest local music group becoming known for their, "Art of Choral Music". Tickets for the season opener will be \$5.00 for adults and teens to attract local residents and visitors to experience the music of Big Bear's answer to its own "Manhattan Transfer" while previewing the new season. North Shore Elementary School will be selling tickets to this event; all monies will be donated to the school. Other schools will be invited to participate. Children 12 and under are free; parking is free for this event.

2010 Music in the Mountains Summer Concert Schedule:

Saturday, May 29

Simply Voices

The Art of Choral Music

7:00 – 9:00pm; Gates open at 5:30pm

\$5 Adults & Teens

12 and under FREE

Free Parking

Fund Raiser for Bear Valley Schools



Big Bear's finest **Voices** will grace the Discovery Center stage to open this year's concert series to help raise funds for participating Bear Valley Unified Schools. This amazing 8-member local group of classically-trained **Voices** will also raise awareness and enjoyment of great choral music celebrating classic, Broadway and contemporary tunes with a hip cool vibe. It's not theater; it's **Simple Voices!**

Saturday, June 26

The Long Run

Experience the Eagles

www.thelongrun.net

7:00-9:00pm; Gates open at 5:30pm

\$20 Adults

\$10 Teens 13-18

12 and under FREE

Free off-site w/shuttle & VIP Paid Parking



Since their debut in 1999, The Long Run, *Experience the Eagles*, has earned its place among the top-drawing tribute acts in North America and is regarded as one of the finest Eagles tributes in

the world. Marked by lush vocal harmonies and exceptional musical accuracy, every Long Run performance delivers a reverence for the Eagles' beloved studio recordings with The Long Run's own live concert energy. They pack as many of the classics into a 90-minute show along with Henley, Walsh and Frey solos adopted by the Eagles. Don't let this ticket pass you by; this will be their last performance on the Discovery Center stage. Proceeds benefit forest restoration, environmental education and responsible recreation initiatives of the National Forest Association.

Saturday, July 31

Big Bear Mountain Twilight Music Festival

A Menu of Great Mountain Music for all Ages and Tastes

4:00-9:00pm; Gates open at 3:00pm

Buy the Blue Plate Special NOW!! 2 Adults for \$25

\$10 Teens 13-18

12 and under FREE

Free off-site w/shuttle & VIP Paid Parking

The National Forest Association will deliver a knockout line-up of great mountain music performed by some of the best bands in Southern California for the unbelievable price of 2 for \$25! Enjoy a twilight experience in an intimate surrounding of Jeffrey pines and aromas with some of the best sounds of traditional and progressive bluegrass, western, Celtic, folk, country rock, blues and a few nods to the "King". Proceeds benefit forest restoration, environmental education and responsible recreation initiatives of the National Forest Association. Scheduled to appear:

Bruce Guynn & Big Rain; 4 pm

www.newcoastrecords.com/big_rain.html

Sweet vocal harmonies and award-winning country rock, western, blues and more



Lonesome Otis Bluegrass Band; 5 pm

www.lonesomeotis.com

Hard-driving classic bluegrass with an appreciation for a slightly more contemporary feel



Sligo Rags; 6:30pm

www.sligorags.com

Celtic music with just a sprinkling of bluegrass, country and jazz textures

Award-winning "Best Folk Band" by OC Magazine returns by popular demand to the Music Festival stage



Headline Band Back by Popular Demand!
Nathan McEuen, Scott Gates & Chuck Hailes
7:45pm

www.scottgates.com

Originals and classics with a bluegrass twist and a nod to the past

Musical prodigy on the mandolin, Scott Gates, joins singer/songwriter Nathan McEuen, born and raised in the bluegrass and folk scene by Grammy-award winning father, John McEuen of the Nitty Gritty Dirt Band, along with Chuck Hailes on bass deliver knock out acoustic music on the Discover Center Amphitheater stage.



Saturday, September 4
Jim Curry's Tribute to the Music of John Denver

www.jimcurrymusic.com

7:00 -9:00pm; Gates open at 5:30pm

\$20 Adults; \$10 Teens 13-18

12 and under FREE

Free off-site w/shuttle & VIP Paid Parking



The music of the late John Denver is like an old friend, outlasting trends and standing the test of time. Tribute artist Jim Curry, whose voice was heard in the CBS-TV movie *Take Me Home: The John Denver Story*, has performed Denver's music in sold out shows throughout the country and has emerged as today's top performer of Denver's vast legacy of multi-platinum hits. Don't miss the final Jim Curry show on the Discovery Center stage and the final 2010 summer concert series event. Proceeds benefit forest restoration, environmental education and responsible recreation initiatives of the National Forest Association.

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About the National Forest Association (NFA):

The National Forest Association, a 501(c)3 nonprofit organization and key partner to the U.S. Forest Service, is committed to three initiatives addressing conservation/restoration, environmental education and responsible recreation. Its mission is accomplished through a year-round portfolio of programming aimed at reaching Southern California's inland urban, mountain communities and visitor populations on public lands. Through partnerships and a strong volunteer backbone network, the NFA brings communities of people, partners and funding resources to important public lands projects focused on health, stewardship and sustainability. Visit www.SBNFA.org.