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FOR IMMEDIATE RELEASE

RODEO ANNOUNCES FREE WILD WESTFEST ENTERTAINMENT LINEUP

Palm Springs, CA – March 3, 2010 – A key element of the Frank Bogert Memorial Rodeo will be the Palm Springs Wild Western Festival that will feature a stage sponsored by the Western Music Association. Western shows and rodeos have brought out local and international artists. This year's Wild WestFest is no different with a twist.

Two stages will feature an eclectic blend of Western swing, country, rockabilly, bluegrass, and folk rock. The Village Fest Stage will feature some lesser-known, yet fun bands for folks visiting the free event to enjoy. Marvin O'Dell and Tom Boyer bring a combination of creative songwriting and outstanding guitar playing. Marvin O'Dell is the Western Music Association's 2009 Songwriter of the Year and penned the song "Jesus & Roy" which became the WMA's Song of the Year for 2009. Tom Boyer is a thumb-picking guitarist in the Chet Atkins style. The Road Kill Kings formed out of a mutual love of traditional country, rockabilly, and bluegrass music with a dash of rock n' roll thrown in for drinkability. R.K.K. infuses traditional bluegrass and country into a potently contagious style of roadhouse music that is sure to win over any crowd. Headlining the Friday, March 12th VillageFest Stage show will be Palm Springs resident John McLeod, a Northern Canadian Metis Indian from the Ojibwa tribe who was born in The Pas, Manitoba. For the last thirty years, John has been writing and performing his unique style of country blues music. A world traveler, his original songs reflect his experiences with different cultures and ethnicities.

The Western Music Association stage will feature an eclectic group of performers as well. The Friday line-up includes the California Cowboy Band has been bringing their music to audiences for 25 years. Touring the west playing cowboy rides, they've played clubs, festivals, and horse rides while developing a devoted audience. They have performed for The Rancheros Visitadores, The Catalina Los Caballeros, and the Vaqueros Del Desierto. Also performing will be Journey West, 2009 Western Music Association's Harmony Award winners from Peoria, AZ. Journey West brings new life to traditional western music with their sparkling vocal arrangements and beautiful harmony blend on renditions of favorite cowboy bands like The Sons of the Pioneers, Patsy Montana, Gene Autry, and Roy Rogers. The group received Duo or Group of the Year and Traditional Western Music Album of the Year nominations from both the Western Music Association and Academy of Western Artists.



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Saturday will feature great cowboy party music for all to enjoy. One of the featured performances features the music of Miguel Garcia & The Vaquetones. This group plays in a style called "Baja-Western," an original term coined by lead singer and band creator, Miguel Garcia. "Baja-Western" is an original blend of Honky Tonk, Tex Mex and Americana Roots stylings. Based out of Orange County Calif, the original Vaquetones debuted in 2001. The band has performed with such artists as Dwight Yoakam, James Intveld, The Blasters, Lee Rocker, Rosie Flores, Big Bad Voodoo Daddy, and many others. Headlining the Saturday program on the VillageFest stage will be guitarist John Linn with his John Linn Band and will feature a performance by 2010 Palm Springs Rodeo Queen, Jessica Tourino. Linn, a guitar maker by day, is based in nearby Pioneertown. With its Lynyrd Skynyrd-inspired Southern rock, the band is building a following in the Midwest and, of all places, China,. John Linn is the owner of LinnGuitars, custom made guitars and basses. The John Linn Band sound is created by harmony guitars, powerful vocals, a heavy rhythm section, and genuine country instruments such as fiddle, slide d obro, and mandolins.

With the San Jacinto and Santa Rosa mountains as a backdrop, the festival will have plenty of family enjoyment, music, food, and of course, cowboys. For more information, visit www.palmspringswestfest.com.

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The Frank Bogert Memorial Rodeo and the Palm Springs Wild WestFest

The Frank Bogert Memorial Rodeo and Palm Springs Wild WestFest, presented by The Spa Resort Casino and sponsored by Budweiser and the Southern California Ford Dealers Association, is a fun and exciting combination of Western lifestyle, music, sports, arts, and culture taking place in the heart of Palm Springs, Calif. March 12, 13, & 14, 2010. Partners include The Spa Resort Casino, Palm Springs Life Magazine, and American Cowboy Magazine. The event is designed to showcase Palm Springs and its business community in the backdrop of the Santa Rosa and San Jacinto National Monuments. This event is inspired by the late Mayor Frank M. Bogert's vision of a resort town that hosts Hollywood celebrities, heads of state and cowboys of all ages. The Wild WestFest is free to the public, and the professional rodeo is reasonably priced to guarantee maximum fun for the whole family. Portions of the proceeds from the Wild WestFest and Frank Bogert Memorial Rodeo go to a variety of charitable foundations in the area. For more information, please visit www.palmspringswestfest.com or call 800-664-5617.