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FOR IMMEDIATE RELEASE

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Alma Eagles presents

The 1st Annual

ALMA ICE BREAK pool tournament and music festival

April 25-26th, 2009; May 2-3rd, 2009

Alma, Wisconsin (two hours south of the twin cities on the Mississippi)
tickets and more information: almaicebreak.com

ALMA ICE BREAK 2009 LINE-UP

Dessa (of doomtree) · Arden of Eden · Cam Waters
Big River Radio Wave · The Riverbenders · Mary Mack
Kenny Salwey · Michael Perry · Becky Alter · The Ditch Lilies
Tommy Bentz Band · Beef Slough Boys · Sue Orfield Band

ALMA, WI - The picturesque riverside town of Alma Wisconsin hosts its first annual Alma Ice Break festival with a focus not only on great entertainment, but on the local artists and merchants that make the Alma area so unique. The exciting two-weekend festival features a men's and women's pool tournament, comedians, Wisconsin Public Radio's "Big River Radio Wave," and an eclectic span of national, regional and local musicians ranging in genre from hip hop to bluegrass; alt-pop to jamband.

The Town of Alma, Wisconsin is located in the heart of the Upper Mississippi River Valley's "Bluff Country." Many who live in the Twin Cities have no idea such a landscape- with views rivaling those of the North Shore- exists just a short two hour drive away. With Lodging options from camping to jacuzzi suites, the town of Alma is a relaxing and affordable place to get away for the weekend and enjoy great restaurants, shopping, music and entertainment.

The Alma Ice Break Festival takes place entirely on Main Street in Downtown, Alma. Walk from one venue to the next, visit the shops, take a short cruise on the Mississippi and sample the region's wines and cheeses... With so much to do, the worst part of your weekend will be deciding on where to go and when. Be sure to take a drive or hike up to Buena Vista City Park to take in the breathtaking view of the town of Alma and the Upper Mississippi River Valley Wildlife Refuge from 500 feet above.

Alma Ice Break tickets are available online on a \$10/show basis. Unlike most festivals, you pay only for the acts you really want to see. Some of the performances are even free! Lodging options, directions and more online at almaicebreak.com