

FOR IMMEDIATE RELEASE

Michelle Chennault
Event Producer
EnterAction Events
michelle@westendeventsdallas.com
817-715-4787

Bob Allen
Events Chairman
West End Association
469-964-6983
bob@westendpubdallas.net

**Red River Blowout Concert in the West End
Presented by: Bud Light & Anheuser Busch
Friday, Oct 1, 2010
6:00 pm – 11:00 pm**

Have you ever wondered what happened to the big Longhorns vs. Sooners Weekend celebrations in the West End? You don't have to wonder any more. They're back! Country music's rising stars, Reckless Kelly, headline the First Annual Red River Blowout Concert in the West End on Friday, Oct. 1, 2010, along with Texas' own, Brandon Rhyder and Dallas based ZZ-Top tribute band, Trio Loco. The Red River Blowout is a FREE general admission concert, but tickets or "Reckless Kelly Military Care Packs" items are required for admission. Concert information, ticket pick-up and ticket give-a-way locations, along with a list of desired care pack items can be found at www.redriverblowout.com. Concert information line: 214-437-4393

Dallas, Texas, September 13, 2010 – Anheuser Busch and Bud Light present the return of the big TX/OU party to Dallas' West End. Austin-based country roots-rockers, Reckless Kelly, headline the FREE concert. Reckless Kelly got their start doing four set nights, playing to college kids in the historic Sixth Street bars. In that atmosphere, their show became the party it is today, with everyone just having fun and whooping it up. Nominated for Best Band at the 2009 Americana Music Awards, Reckless Kelly has gained the attention of country music legends such as Robert Earle Keen, who co-wrote "God Forsaken Town" with Reckless Kelly's own Willy Braun. Joe Ely describes their music as "my kind of band: hell-raising, hard playing, kick-ass songwriting, feet firmly in the present, but with an amazing knowledge of where it has all come from." Reckless Kelly takes the stage at 9:30 pm.

But get there early to see Trio Loco, Dallas' premier ZZ-TOP Tribute Band. Trio Loco is quickly making a name for themselves playing events such as Grapevine's "GrapeFest" and bars all-over in the North

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Texas area. They are a great fix for your need for old-school hard-driving classic southern rock. Trio Loco takes the stage at 6:30 pm.

With his own brand of Red Dirt country music and recent No. 1 hit "Rock Angel," Texas' own, Brandon Rhyder rocks the stage with what has been described as soulful, country music. *Country Weekly* describes his most recent album as having a sultry, heavy-rock groove, yet honest and poetic. Writing all of his own music, you feel his life experiences when you hear him sing. Brandon Rhyder takes the stage at 8:00 pm.

The Red River Blowout Concert is a free 21 and over, general admission concert, located on a fenced parking lot in the heart of Dallas' West End (607 Corbin St, Dallas, TX 75202). Tickets are required but they are free at designated locations in the West End, Austin and Norman. Can't make it to a ticket pick-up location or give-away? You can bring an item for "Reckless Kelly's Military Care Packs" as admission to the concert. A list of ticket locations and desired care pack items can be found at www.redriverblowout.com. Admission is limited the first 4000, so come early to guarantee you're in the biggest party in Dallas for TX/OU Weekend. The Red River Blowout Concert in the West End is a production of EnterAction Events.

In addition to The Red River Blowout Concert, the West End will be alive with pre-game parties and rallies at the bars and restaurants throughout the historic district. For a full list of TX/OU Weekend festivities go to www.dallaswestend.org.

ABOUT THE WEST END

The West End has once again become the entertainment destination of choice for locals and tourists alike. It's resurgence into the Dallas spotlight is due to our award winning restaurants, specialty retail shops, nightlife and street festivals, world renowned attractions such as the Dallas World Aquarium, Sixth Floor Museum, Dallas Holocaust Museum, Dallas Segway Tours and our historic carriage rides. The restaurants and attractions of the West End offer entertainment alternatives to a broad range of appetites, interests and budgets. For more information, please visit www.dallaswestend.org.