

FOR IMMEDIATE RELEASE

MIXTAPE FESTIVAL RETURNS TO HERSHEYPARK STADIUM

Presented by VH1



Friday, July 26 & Saturday, July 27

*THE POP MUSIC FESTIVAL RETURNS FOR SECOND YEAR AND WILL
HOST SOME OF TODAY'S BIGGEST NAMES IN MUSIC!*

FESTIVAL MARKS THE LONG AWAITED RETURN OF TLC!

*LINE-UP ALSO INCLUDES: TRAIN, NEW KIDS ON THE BLOCK, THE
SCRIPT, JONAS BROTHERS, ONEREPUBLIC, BOYZ II MEN, HANSON
AND MANY MORE!*

Tickets Go On Sale to the Public Friday, May 10 at 10am EST

2-DAY PASSES STARTING AT \$50!

April 29, 2013, Hershey, PA – Following last year's summer blow out, **Mixtape Festival** is returning for the second year, bringing some of music's top acts to the world famous **Hersheypark Stadium** on **Friday, July 26th** and **Saturday, July 27th**. Presented by **Live Nation** and **VH1**, Mixtape Festival 2013 will feature platinum-selling marquee acts, icons and pop phenomenons over the course of the two-day festival. Artists this year include **Train, New Kids On The Block, The Script, Jonas Brothers, OneRepublic, Rev Run & DJ Ruckus, Boyz II Men, Hanson** and more. Plus Mixtape Festival 2013 also marks the long awaited return of **TLC** to the stage!

"We are so thrilled to bring back the Mixtape Festival to Hershey," said Geoff Gordon, Live Nation Philadelphia Regional President. "There's an incredible lineup and tons of interactive and fun activities, all while being set at a world-class amusement park – it's really a pop music lovers dream."

Live Nation and VH1 are teaming up this year to present Mixtape Festival 2013. This collaboration will further solidify Mixtape Festival as a major pop show and serve as a means to

enhance the experience with fan events, interactive exhibits, VIP Packages and so much more.

“VH1 is excited to partner with Live Nation for Mixtape Festival, the premiere pop music event of the summer,” said Rick Krim, EVP Talent and Music Programming, VH1. “It’s a stellar line-up of artists that make up a large part of VH1’s musical backbone. There is something for everyone and will make for a one-of-kind musical experience.”

Featuring exclusive fan events, interactive exhibits, food trucks, and celebrity & special guest appearances, this one-of-a-kind music festival is accessible, inclusive, and designed as a shared celebration of all things pop.

This year’s VIP ticketing packages are a great option for the ultimate pop music fan wanting to experience the best Mixtape Festival 2013 has to offer. VIP packages will include: the best seats in the house, meet and greets with their favorite Mixtape artists, a Rock n Jock dodgeball game, exclusive VIP after party with performances by *Benji Madden* and *Rev Run & DJ Ruckus*, and so much more! VIP package details and options are available at mixtapefestival.com.

This will be an exciting year for many of the bands participating in the festival. Train is embarking on a huge tour this summer in support of their fifth album, *California 37*. Tionne “T-Boz” Watkins and Rozanda “Chili” Thomas will be reuniting this year at Mixtape Festival, marking TLC’s long awaited return. Jonas Brothers will also be celebrating a reunion tour this summer. And New Kids On The Block have just released *10*, their brand new studio album which debuted in the top 10 of the Billboard Top 200 chart, and are celebrating 20th anniversary as a band.

“Mixtape was so much fun last year, the energy was there and the fans came out in droves to support.” said members of New Kids on the Block. “We can’t wait to do it all again this summer. The festival is just continuing to grow and grow, only in its second year and definitely stepping it up already. There will be tons of surprises and new additions that we can’t wait to be a part of.”

Single-day, two-day passes and VIP packages will go on sale Friday, May 10 at 10am and will be available at GIANT Center Box Office, MixtapeFestival.com, Ticketmaster.com, HersheyEntertainment.com, Ticketmaster outlets or by-phone at 800-745-3000. Two-day passes start at \$50. American Express cardmembers will receive an exclusive presale beginning Friday, May 3 at 10am EST.

For additional information on tickets, show details and VIP packages please visit mixtapefestival.com. Stay connected for updates and more info about the festival: [Facebook](#), [Twitter](#), and [Instagram](#).

ARTIST LINE-UP

FRIDAY, JULY 26	SATURDAY, JULY 27
TRAIN	NEW KIDS ON THE BLOCK
THE SCRIPT	JONAS BROTHERS
ONEREPUBLIC	TLC
REV RUN & DJ RUCKUS	BOYZ II MEN
GAVIN DEGRAW	BENJI MADDEN (DJ SET)
HANSON	EMBLEM 3
SERENA RYDER	MKTO

(The schedule and artist lineup is subject to change.)

About Live Nation Entertainment:

Live Nation Entertainment is the world's leading live entertainment comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship. For additional information, visit www.livenation.com/investors.

About VH1:

VH1 delivers the ultimate mash-up of music, pop culture and nostalgia for adults who still want to have fun. VH1 is available in 99 million households in the U.S. VH1 also has an array of digital channels and services including VH1 Classic, VH1 Soul, VH1 Mobile and VH1.com and @VH1, the hub for all things music and pop culture. VH1 is a unit of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information, go to www.vh1press.com, VH1.com, or the [VH1 Facebook](#) page. Follow us on Twitter @VH1PR.

About Hersheypark Entertainment & Resorts / Hersheypark Stadium:

Hersheypark Concert Deal: Ride the day away at Hersheypark before you rock and roll all night! Hersheypark offers a special discounted admission price of just \$39.80 to concert-goers when using a Park ticket the day before, day of, or day after a concert. Concert-goers can present their concert ticket at the Hersheypark Front Gate on one of the three days to receive the discount, or they can buy their Park ticket at the box office when they purchase concert tickets. Hershey Entertainment & Resorts is proud to help fulfill the dream of our mutual founder, Milton S. Hershey, by supporting Milton Hershey School, the largest home and school in the world, as it continues to provide opportunities for children in need. www.mhskids.org

Press Contact:

Erica Gerard/Jessica Torraca
Jessica.Torraca@pmkbnc.com
212-373-6123

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