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CONTACT:
Shannon McSweeney-LeMay | 845.295.2420
smcsweeney@bethelwoodscenter.org

**IT'S THE '60S AGAIN AT
BETHEL WOODS CENTER FOR THE ARTS**
Hippiefest Returns on August 3rd

BETHEL, NY (July 23 2008) – Break out your tie-dye shirts! On August 3rd, Hippiefest will return to Bethel Woods Center for the Arts, located at the site of the 1969 Woodstock festival. The third annual concert at the site, celebrates the music and bands of what was arguably rock's most important decade; the 1960s. Fans will be treated to a trip back in time with musical pioneers **Jack Bruce of Cream, Eric Burdon & The Animals, The Turtles featuring Flo & Eddie, Melanie, Badfinger featuring Joey Molland, and Terry Sylvester formerly of The Hollies.**

The tour has been praised as "A taste of Woodstock without the mud and bad acid" (*Miami Herald*) "guaranteed to get boomers misty-eyed enough to fog up their bifocals" (*Newsday*). The NY Post simply declared, "No shoes, no shirt, no problem." Tour creator Toby Ludwig explains, "This festival is for people who weren't around in the '60s and '70s or were and just can't seem to remember. Bring your parents, your grandparents and your kids. Come be a Hippie for a day!" A full line of flower power paraphernalia, such as tie-dye t-shirts, skirts, caps, bags, stickers and posters will be available at the show and it's the perfect opportunity to visit the award-winning new Museum at Bethel Woods.

An integral part of the non-profit Bethel Woods Center for the Arts, the award-winning Museum tells the story of the Sixties and Woodstock, through a state-of-the art interactive experience. The Museum explores the 1960s, a tumultuous decade that shaped modern America and interprets the historic events that culminated in a three-day festival in August of 1969, featuring legendary performances by renowned musicians including Jimi Hendrix and Janis Joplin. Through state-of-the-art, immersive multi-media exhibits, engaging programs, personal stories, profiles and educational events, The Museum at Bethel Woods encourages inter-generational dialogue about important ideas and issues relevant to today, such as tolerance, community and diversity. The Main Exhibition Gallery includes more than 300 photographic murals, 164 artifacts, 70 video testimonials, and 20 different films. More than 2,000 music, film and photographic elements are included.

Jack Bruce, most famous for, "Sunshine of Your Love," "Strange Brew," "Politician," and "White Room," recorded with Cream, the legendary blues-rock trio he formed with drummer Ginger Baker and guitarist Eric Clapton in July 1966.

As the lead singer of The Animals, Eric Burdon was one of the British Invasion's most distinctive vocalists. He is best known for The Animals' classics "The House of the Rising Sun," "Don't Let Me Be Misunderstood," "Bring It On Home to Me," "See See Rider" and "We've Gotta Get Out of This Place."

The Turtles were one of the more fun American pop groups of the 1960s, moving from folk-rock to a sparkling fusion of chamber-pop and straight-ahead good-time pop, are best known for their hits "Happy Together," "Let Me Be" and "You Baby."

New York native Melanie Safka is most closely associated with the 1960's and the era of the "flower power." Her first single, "Beautiful People," put her on the music scene. She also had success with her songs "Brand New Key," "Lay Down" and "Look What They've Done To My Song."

Badfinger was one of the most promising British groups of the late 1960s, and had a string of memorable hit singles including "Come and Get It," "No Matter What," "Day After Day" and "Baby Blue."

Terry Sylvester formerly of The Hollies is best known for hits "Sorry Suzanne", "The Air That I Breathe" and "He Ain't Heavy, He's My Brother", with the then unknown session man Elton John playing piano.

Good seats are still available, and reserved ticket prices are \$60.00, \$40.00, \$30.00 and \$23.00 for Lawn. Doors will open at 3:30pm for a 6:00 p.m. performance. Concert attendees can also add a ticket for The Museum at Bethel Woods and make a full day of their visit, the last museum admission is 5:30pm. Tickets are available at www.BethelWoodsCenter.org, by phone at (845) 454-3388, and at all Ticketmaster outlets. Tickets are also available in-person at the Bethel Woods box office. Parking is free.

Save on Gas! Roundtrip bus transportation is now available through Coach USA / ShortLine bus service from New York City's Port Authority, the Ridgewood NJ Park & Ride, and the Middletown, NY ShortLine Terminal. Roundtrip fares are \$10 to \$49 per person. For more information please visit <https://www.coachusa.com/shortline/booking.asp?action=ProductDetail&TRP=1&productId=4757>

For more information please visit www.BethelWoodsCenter.org.

About Bethel Woods Center for the Arts:

The mission of Bethel Woods Center for the Arts is to present compelling programs from the arts that educate, entertain and engage audiences of all ages, to institute community outreach and education and improve the quality of life and vitality of the Sullivan County region. Bethel Woods Center for the Arts is located approximately 90 minutes from New York City at the site of the original 1969 Woodstock festival in Bethel, NY. The 15,000-seat outdoor performing arts venue and the soon-to-be-opened Museum at Bethel Woods are set within 2,000 bucolic acres. The main pavilion covers 4,500 seats with another 10,500 on a natural sloping lawn while offering unique backdrops including the original festival site and the majesty of the surrounding Sullivan County countryside. The venue presents a diverse selection of popular artists, a range of orchestral performances, community events and music and arts educational opportunities. By providing artists with the opportunity to perform on one of music's most legendary grounds, Bethel Woods Center for the Arts is committed to being a world-class cultural destination. In addition, The Museum at Bethel Woods slated to open in June 2008 will further embed this arts campus as one of the premier sites in New York State.

www.bethelwoodscenter.org