



FOR IMMEDIATE RELEASE

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**BEAT THE BLACK FRIDAY CROWDS**  
**GET THE ULTIMATE HOLIDAY GIFT FOR THE MUSIC-LOVERS ON YOUR LIST**  
*Bethel Woods 2010 Lawn Pass On-Sale November 21<sup>st</sup> at HUGE Savings*

BETHEL, NY (November 20, 2009) – Give the gift of music this holiday season and guarantee a summer of great concerts with the **Bethel Woods 2010 Lawn Pass**, on sale November 21<sup>st</sup>. The Season Lawn Pass guarantees a spot on the lawn for *every* 2010 Pavilion concert, and is just \$315.00 through December 31, 2009 (After January 1, prices increase to \$369.00)

With the holiday shopping season officially upon us, the Season Lawn Pass is a great value for the music lovers on your list. Avoid the crowds at the mall and give the gift that keeps on giving. The Lawn Pass is valid for general admission to the Lawn at all Pavilion concerts during the 2010 season, even sold out shows and Pavilion-only performances.

Enjoy the convenience of a custom Lawn Pass laminate and lanyard, providing easy access to every Pavilion performance through the main gate, no ticket required! Each 2010 Lawn Pass also includes one FREE lawn chair rental at each Pavilion show in 2010 (a \$5.00 value per concert). Guests who purchase TWO season Lawn Passes in the same transaction will also receive a FREE Bethel Woods soft cooler for picnicking on the lawn, while supplies last.

Lawn Passes are available at [www.BethelWoodsCenter.org](http://www.BethelWoodsCenter.org), by phone at 845-583-2060, or during regular Bethel Woods Box Office hours Thursday – Sunday 10:00 a.m. – 5:00 p.m. An \$8.00 shipping and handling fee will be added per order when purchasing online or via telephone. For more information please visit [www.BethelWoodsCenter.org](http://www.BethelWoodsCenter.org).

While you're shopping, check out the great gift ideas at [www.ShopBethelWoods.com/store/](http://www.ShopBethelWoods.com/store/) which features a wide variety of Bethel Woods, '60s and Woodstock-themed merchandise. Or add a Bethel Woods lawn blanket to your purchase for the perfect companion to the 2010 Lawn Pass [www.shopbethelwoods.com/store/product/17612/BLANKET---BETHEL-WOODS-SWEATSHIRT-GREY/](http://www.shopbethelwoods.com/store/product/17612/BLANKET---BETHEL-WOODS-SWEATSHIRT-GREY/).

Lawn Passes are transferrable, and may be shared with a family member or friend, but are only valid for one admission per event. Guests may present their Lawn Pass at the Box Office to receive a partial credit on the purchase of an upgrade for a reserved Pavilion seat, subject to availability.

Matt McNeil, Marketing Director explains, "Lawn pass holders are the greatest concert fans. They proudly wear their pass and seem to hang out together. They've become a great social circle, and I think many have become friends since they see each other at nearly every concert!"

The Lawn pass laminate is valid for general admission to the Lawn during the 2010 concert season at Bethel Woods Center for the Arts. It is valid for entry through the main gate one time per event, one pass per person required for admission. Re-entry and re-sale are not permitted. The Lawn Pass is not valid for admission to The Museum at Bethel Woods; ticketed events at the Event Gallery, Terrace Stage

or Market Shed; and private or special events. All sales are final. No refunds or exchanges for unattended or cancelled events. If lost, a replacement Lawn Pass may be obtained for a \$25.00 processing fee.

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