



PRESS RELEASE

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HUCK FINN JUBILEE 2016 A SUCCESS

Bluegrass Music Festival tops attendance and economic impact despite weather

ONTARIO, California (Wednesday, June 14, 2016) – Organizers of the Huck Finn Jubilee Bluegrass Music Festival, the Greater Ontario Convention & Visitors Bureau, is proud to release the results of the annual event. “This year we were challenged by cooler weather and several competing events, but the bluegrass fans showed up regardless for the west coast premiere Bluegrass Festival” said Michael Krouse, President and CEO of the Greater Ontario Convention & Visitors Bureau. “The line-up included 24 Grammy award winning bands for three days of live music entertainment. Kids’ music education and family fun activities provided at Huck Finn Jubilee set us apart in the music festival world. The economic benefit to our local community is fantastic and it is rewarding to hear the rave reviews from the fans that visited the Greater Ontario region to attend the event. ”

The planning for the Huck Finn Jubilee Bluegrass Music Festival 2017 has already begun with a recap of this year’s event. We will continue to review the information gathered at the event including on site intercept surveys and recommendations from our guests. Keeping the festival traditions but adding new experiences will keep it fresh and appealing to a wide range of audience and fulfill the original vision of providing a bluegrass music experience to Southern California. Huck Finn Jubilee Bluegrass Music Festival is considered the Premier Bluegrass Festival on the West Coast!

June 10 – 12, 2016 Huck Finn Jubilee Bluegrass Music Festival Recap

- Attendance number for the 3 day event 39,570
- Ticket buyers and attendees represented 28 States and 4 International Countries
- Impact to the local economy \$7.3 million
- Number of hotel room nights booked was 2,324
- 131 Articles were printed about the event with potential viewer ship of 520,992,131 people valued at over \$5.1 million
- Radio broadcast live internationally was heard in over 14 countries
- #HuckYeah via twitter posts were live on the large on stage screens giving fans a way to engage on site with each other as well as social media
- The social reach of #HuckYeah was 334,000 people with 13.1% re-tweets and 87.7% of tweets were tagged favorites

Huck Finn Jubilee Bluegrass Music Festival will return to Cucamonga – Guasti Regional Park on the second weekend of June, 2017. More information will be available on line at www.huckfinn.com. Huck Finn Jubilee is produced by The Greater Ontario Convention & Visitors Bureau, the official destination marketing organization to promote the cities of Ontario and Rancho Cucamonga California to visitors nationally and internationally.

About HUCK FINN JUBILEE Bluegrass Music Festival

Huck Finn Jubilee Bluegrass Music Festival is a 3-day music festival, held on the second weekend of June annually, celebrating Bluegrass - America's genuine roots music. Founded in 1975 by the Tucker Family, the Huck Finn Jubilee Bluegrass Music Festival continues to evolve and has become a premier 3-day showcase of traditional Bluegrass and Jam grass music. This family-friendly event is a community of music-driven campgrounds with endless pickin' parties, music workshops and instrumental roots education for all ages, outdoor recreation plus Tom Sawyer Village dedicated to all day kid's activities.

Huck Finn Jubilee Bluegrass Music Festival, produced by the Greater Ontario Convention & Visitors Bureau (a non-profit 501c 3), supports the cross-pollination and belief in the evolution of this music while honoring its rich history. This unique festival showcases an array of musicians spanning across local, regional, and national Grammy nominated and award-winning bands alike. Huck Finn Jubilee is committed to presenting exceptional headlining musicians as well as emerging artists dedicated to creating sounds for the future while preserving the deeply imbedded roots of Bluegrass. Bluegrass music tells a story and narrative of the lives of the everyday American people. For more information visit www.huckfinn.com

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JUNE 10 -12, 2016
HuckFinn.com    **#HuckYeah**

Cucamonga-Guasti Regional Park | 800 N. Archibald Avenue, Ontario, California 91764

