



FOR IMMEDIATE RELEASE
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The Memories Are Back: Fair Saint Louis and LIVE on the Levee 2010
LIVE on the Levee Act Brings Blues Rocker and
Four-Time Grammy Award Nominee to the Banks of the Mississippi

ST. LOUIS -- The Fair Saint Louis Foundation finalized its LIVE on the Levee entertainment lineup by announcing Kenny Wayne Shepherd, widely considered to be one of the best blues/rock guitarists, as the headliner on the Budweiser Main Stage on Friday, July 16. Local band, Jeremiah Johnson & the Sliders will open.

The free concert series, located at the base of the Arch on Leonor K. Sullivan Blvd., will kick off Friday, July 9 and includes music covering a broad spectrum of genres to cater to many different audiences. All opening acts begin at 6 p.m. and feature local bands in a continued effort to highlight the wealth of musical talent in the greater St. Louis region. Headliners take the Budweiser Main Stage at 8 p.m. Each night will conclude with US Bank/Enterprise Rent-A-Car fireworks over the Mississippi River.

The complete LIVE on the Levee schedule with local opening acts includes:

Friday, July 9	Common (Rap) with DJ Needles (www.interscope.com/common)
Saturday, July 10	Slightly Stoopid (Alternative Rock) with Fundamental Elements (www.slightlystoopid.com)
Friday, July 16	Kenny Wayne Shepherd (Blues Rock) with Jeremiah Johnson & the Sliders (www.kennywayneshepherd.net)
Saturday, July 17	Clint Black (Country) with The Johnny Henry Band (www.clintblack.com)
Friday, July 23	Sara Bareilles (Contemporary Pop) with The Brothers Lazaroff (www.sarabmusic.com)
Saturday, July 24	Silversun Pickups with Against Me! & the Henry Clay People (Alternative Rock) (www.silversunpickups.com)

“What a great lineup, it’s exciting to bring such a wide array of music to the banks of the Mississippi River,” said Joseph F. Imbs, III, Chairman of the Fair Saint Louis Foundation. “There truly is something for everyone with this lineup, and due to the great generosity of our St. Louis corporate and civic community, the concerts are free and open to everyone. I hope our local community is as excited as I am

about both our Fair Saint Louis entertainment, featuring John Legend, Jordan Pruitt and The B-52s, and this LIVE on the Levee line-up.”

Returning again for LIVE on the Levee Saturday nights is **The Sauce Café** where guests can enjoy tablecloth dining, catered by popular St. Louis restaurants, and a riverfront view. The Sauce Café hosts two dinner seatings. The first, from 6 p.m. to 7:45 p.m., allows guests to enjoy dinner and live music from a favorite local band before heading to the levee steps to watch the Budweiser Main Stage show. A second seating from 8 p.m. to 10 p.m. allows guests to enjoy the headlining concert on plasma screens and then enjoy the US Bank/Enterprise Rent-A-Car fireworks from this prime view. Reservations are \$30 per person, not including beverage, tax, and gratuity. Walk-ins will be accepted on a first-come, first-served basis if seating is available.

The Sauce Café featured restaurants this year are:

July 10 - Lucas Park Grille; July 17 - Highway 61 Roadhouse and Kitchen; July 24 - El Borracho
Reservations are strongly recommended and can be made online at www.celebratestlouis.org.

A Great Corporate Community

Without the remarkable corporate community in the St. Louis region, the crowd-pleasing elements of Fair Saint Louis and LIVE and the Levee would not be possible. Over 30 companies and organizations come together to provide this annual 4th of July celebration followed by the LIVE on the Levee weekend concert series.

Platinum: Anheuser-Busch, US Bank, Boeing, Edward Jones, Enterprise Rent-A-Car, Lumiere Place Casino and Hotels, Nestle Purina, Wells Fargo Advisors

Gold: AmerenUE, Emerson, Maritz

Silver: Monsanto, Schnucks

Bronze: AT & T, Bank of America, BJC Healthcare, Brown Shoe, Coin Acceptors, Energizer, Express Scripts, Hermann Companies, Laclede Gas, Metro, Peabody Energy, PepsiCo, St. Louis Cardinals, St. Louis CVC, St. Louis Rams, Skechers, World Wide Technology

Community Contributor: Crane Agency, LaBarge Inc., Stupp Bros. Bridge & Iron, Thompson Coburn LLP

Media Partner: Clear Channel: Majic 104.7, The Bull 93.7, Rewind 103.3; KMOV News 4, Riverfront Times, Sauce Magazine, KDHX 88.1, Y98, KSHE 94.7 and The Point 105.7.

Hotel Partner: Hyatt Regency -- St. Louis at The Arch, HoteLumiere, Millennium Hotel

Each year community volunteers, Fair Saint Louis staff, the Veiled Prophet Organization, in partnership with the National Park Service and the City of St. Louis work together to promote St. Louis by bringing visitors downtown for the month-long event. The name Fair Saint Louis acknowledges that this event is produced by Saint Louisans, for Saint Louisans and their guests from all over the world. If members of the community are interested in volunteering, volunteer applications may be downloaded from the Celebrate St. Louis Web site at www.celebratestlouis.org.

Follow us on Twitter @CelebrateSTL and “Like” us on Facebook /CelebrateSTL and sign up for our e-newsletter on celebratestlouis.org to receive regular updates and insider information on Fair Saint Louis and LIVE on the Levee activities.

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The Fair Saint Louis Foundation, formed to organize and operate the Fair each year, has donated numerous gifts to the Saint Louis community in conjunction with the Fair. Over the years, the Foundation has contributed the lighting of the Eads Bridge, the Mississippi River Overlook, the mile-long Riverfront Promenade, and was a partner in providing two Grand Staircases beneath the Arch as a part of the National Park system.

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