

RUTH ECKERD HALL

RICHARD B. BAUMGARDNER CENTER FOR THE PERFORMING ARTS

PRESS RELEASE

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**HIPPIEFEST SUMMER TOUR TO BRING PEACE, LOVE AND
HAPPINESS TO RUTH ECKERD HALL THIS SATURDAY, AUGUST 8**

**SECOND ANNUAL EVENT TO FEATURE MUSIC'S BIGGEST NAMES FROM THE
SIXTIES AND SEVENTIES INCLUDING
CHUCK NEGRON FORMERLY OF THREE DOG NIGHT,
FELIX CAVALIERE OF THE RASCALS, THE TURTLES FEATURING FLO & EDDIE,
BADFINGER FEATURING JOEY MOLLAND AND MOUNTAIN FEATURING
LESLIE WEST & CORKY LAING**

HIPPIEFEST MARKETPLACE WITH ORIGINAL ARTWORK OPENS AT 5 PM

Tickets are on sale now

August 3, 2009, Clearwater, FL – "If you're looking for a little *Good Lovin'* this summer where everyone will be *Happy Together* and spreading *Joy To The World*, then Hippiifest is just the ticket," touts Hippiifest tour creator Toby Ludwig. "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!"

On Saturday, August 8th, the second annual Hippiifest tour ("A Concert for Peace & Love") will come to Ruth Eckerd Hall with a line-up that will feature such stellar performers from the sixties and seventies as Chuck Negron formerly of Three Dog Night, Felix Cavaliere of the Rascals, The Turtles featuring Flo & Eddie, Badfinger featuring Joey Molland and Mountain featuring Leslie West & Corky Laing. Tickets are on sale now.

Ruth Eckerd Hall will again feature a Hippiifest marketplace offering beads, tie dyes and other iconic reminders of Woodstock, San Francisco and a generation that brought a whole new outlook to life. In addition, there will be a collection of limited edition posters, artwork and photographs from Woodstock and other festivals on display from photographer Don Aters. Outside the performing arts center, classic cars will also be on display.

The Miami Herald called the event "A taste of Woodstock without the mud and bad acid" while Newsday said that Hippiifest was "Guaranteed to get boomers misty-eyed enough to fog up their bifocals."

The New York Post summed it up by saying, "No shoes, no shirt, no problem."

It's easy to see why Hippiest will, once again, be an evening full of good times and greatest hits as this year's main artists and their respective bands have amassed a collective total of over three dozen Top Twenty singles with seven of those hitting number one on the U.S. charts.

"I'm so looking forward to performing with the fine artists participating in this year's Hippiest and singing my 1971 Song of the Year, *Joy To The World*," states Chuck Negron, formerly the singer of Three Dog Night. The band, who were easily one of America's most successful bands of the late sixties and early seventies, had eighteen consecutive Top 20 hits and twenty consecutive Top 40 hits, ultimately selling more than ninety million albums worldwide. Three of their songs -- *Mama Told Me Not To Come*, *Joy To The World* and *Black and White*, hit number one on the charts. Other Top Ten hits included *One, Easy To Be Hard*, *Eli's Coming*, *Liar*, *Old Fashioned Love Song*, *Never Been To Spain*, *Shambala* and *The Show Must Go On*.

Felix Cavaliere of the Rascals also has an incredible catalog of popular songs to choose from. As the vocalist and keyboard player for the group Steven Van Zandt called, "the first rock band in the world" (Rock and Roll Hall of Fame induction ceremonies in 1997), Cavaliere and the (Young) Rascals had three number one hits, *Good Lovin'*, *Groovin'* and *People Got To Be Free*, among several Top 20 classics as *A Girl Like You*, *I've Been Lonely Too Long*, *You Better Run*, *It's Wonderful*, *A Beautiful Morning* and *How Can I Be Sure* (the latter two of which were Top 5).

The Turtles first hit the scene in 1965 with their rendition of the Bob Dylan-penned song, *It Ain't Me Babe*, which landed in the Top 10. However, it wasn't until two years later that they would release their massive number one hit, *Happy Together*. The song remains a staple on classic rock radio more than forty years later. The band would go on to record such other Top 10 hits as *She'd Rather Be With Me*, *Elenore* and *You Showed Me*. Original vocalists Mark Volman (Flo) and Howard Kaylan (Eddie), who host the Hippiest shows, have carried on the classic music of the band since its inception and the two still perform dozens of dates a year together as The Turtles featuring Flo & Eddie. "The Turtles, a.k.a. Flo and Eddie, are really looking forward to performing and hosting on this year's Hippiest tour," states Kaylan. "Every year, the shows just keep getting better, the audiences are hipper and the concerts take us all back to a happier time. We are, once again, proud and happy to be a part of history. We have a ton of surprises this summer, too!"

If you want to hear some great music, here it is... *Come and Get It!*

From 1970 to 1972, Badfinger had three Top 10 songs with *Come and Get It*, *No Matter What* and *Day After Day* as well as a Top 20 hit with *Baby Blue*. The band was the very first to sign with the Beatles label, Apple Records. Badfinger featuring Joey Molland (vocals, guitars, keyboards) continues to perform the band's timeless music and is excited to be a part of this year's summer tour. "I'm very happy to have been invited back for my fourth Hippiest tour," comments Molland. "The shows are great fun for both the audiences and artists alike. I love to watch these great stars like Felix Cavaliere and The Turtles performing some of their biggest hits. I get a chance to make new friends and catch up with old ones. The audiences are great! They come in the thousands to remember those Hippie days and we performers use the energy they bring... It's a blast!"

Does anybody remember Woodstock?

Some do and some don't... even if they were there!

It was here on Saturday, August 16, 1969 that the music masses first became aware of Mountain, who performed an hour-long set of twelve songs between appearances by Canned Heat and Janis Joplin. That special performance marked only their fourth engagement as a band. Here it is, forty years later, and Leslie West (vocals, guitars) and Corky Laing (drums) are still bringing it loud and clear with a variety of songs including their Top 40 hit, *Mississippi Queen*.

"For myself, this is forty years of true rock," says Mountain founder Leslie West. "This summer is special and so are the people that come to see us... I hope it rocks for everyone! We will get it on!"

The Hippiefest tour, which captures the spirit of Woodstock and other great music festivals of the era, will also include a Hippiefest marketplace offering beads, tie dyes and other iconic reminders of Woodstock, San Francisco and a generation that brought a whole new outlook to life. In addition, there will be a collection of limited edition posters, artwork and photographs from Woodstock and other festivals on display.

Let the sun shine in and have some psychedelic fun this summer!

All is groovy.

Reserved tickets priced at \$88.00, \$71.50, \$61.50 and \$51.50 will be available at the Ruth Eckerd Hall Ticket Office located at 1111 McMullen Booth Road in Clearwater, by calling 727.791.7400 or by logging onto www.rutheckerdhall.com. The Ruth Eckerd Hall Ticket Office is open Monday through Saturday, from noon to 6 pm and one hour prior to showtime. Tickets will also be available by logging onto www.ticketmaster.com.

Designed by the prestigious Frank Lloyd Wright Foundation, Ruth Eckerd Hall is known for its 2,180-seat, acoustically perfect auditorium. Artists from America and around the world, ranging from classical, rock, opera, Broadway, jazz, pop and more are included in the stellar lineup of more than 200 performances a year.

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