



Tuesday, November 11, 2003

Music festival has most successful season in 7 years

Meadow Brook Music Festival overcame inclement early summer weather and the largest blackout in U.S. history to achieve its most successful season in the seven years it has been managed by Palace Sports and Entertainment (PS&E).

The outdoor summer music festival, held on the campus of Oakland University from June through October each year, hosts a variety of musical, family entertainment, comedy and dance performances. More than 170,000 guests enjoyed the festival's 46 events this past season including Beck (June 10), V.98.7 Smooth Jazzfest (June 14), Ben Harper/Jack Johnson (June 24), Norah Jones (July 5), Carrot Top (July 22), 311 (July 31), Weird Al Yankovic (August 22), The Crusaders and David Sanborn Band (August 24), as well as five weekends with the world-renowned Detroit Symphony Orchestra .

"One of our priorities this summer was to make the concert-going experience as affordable as possible," said Tom Wilson, president and CEO of PS&E. "We did this by offering promotions such as \$10 tickets, by booking shows with reasonable prices and by working in cooperation with our media partners and sponsors on various ticket specials.

"Our area concert-goers responded and showed why they are the most enthusiastic anywhere again this summer. The efforts we made were rewarded with another fantastic turnout."

SUMMARY

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